

4. Results – Columbus Covenant

In 2000, the City of Columbus adopted the Columbus Covenant, a set of principles and goals to guide the management of the City. The Columbus Covenant is reproduced below in Figure 4.1. This section reports results from the 2002 survey that shed light on progress towards attaining the goals established in the Covenant.¹

Figure 4.1
The Columbus Covenant 2000

Vision

To be the best city in the nation in which to live, work, and raise a family.

Mission

To provide leadership that will inspire: high standards of excellence in the delivery of city services; a spirit of cooperation, pride and responsibility to achieve strong, safe, and healthy neighborhoods; and, a shared economic prosperity and enhanced quality of life. We undertake this mission believing and knowing that we can make a difference for future generations.

Principles of Progress

- ❖ Prepare our city for the next generation
- ❖ Promote a diverse and vibrant economy that offers everyone an opportunity to share in our prosperity
- ❖ Delivery measurable, quality public services and results to our residents
- ❖ Advance our neighborhoods
- ❖ Challenge ourselves to realize our city's promise and potential

Strategic Goals

Neighborhoods	engage and promote strong, distinct, and vibrant neighborhoods
Safety	enhance the delivery of safety services
Downtown Development	develop a vibrant and thriving downtown that is recognized as an asset for the region
Economic Development and Technology	provide an atmosphere that promotes job creation and economic growth in existing and emerging industries
Education	encourage and promote participation in learning opportunities
Customer Service	provide quality and efficient service delivery to customers using “best practices”
Peak Performance	invest in all city employees and develop systems that support a high-performing city government

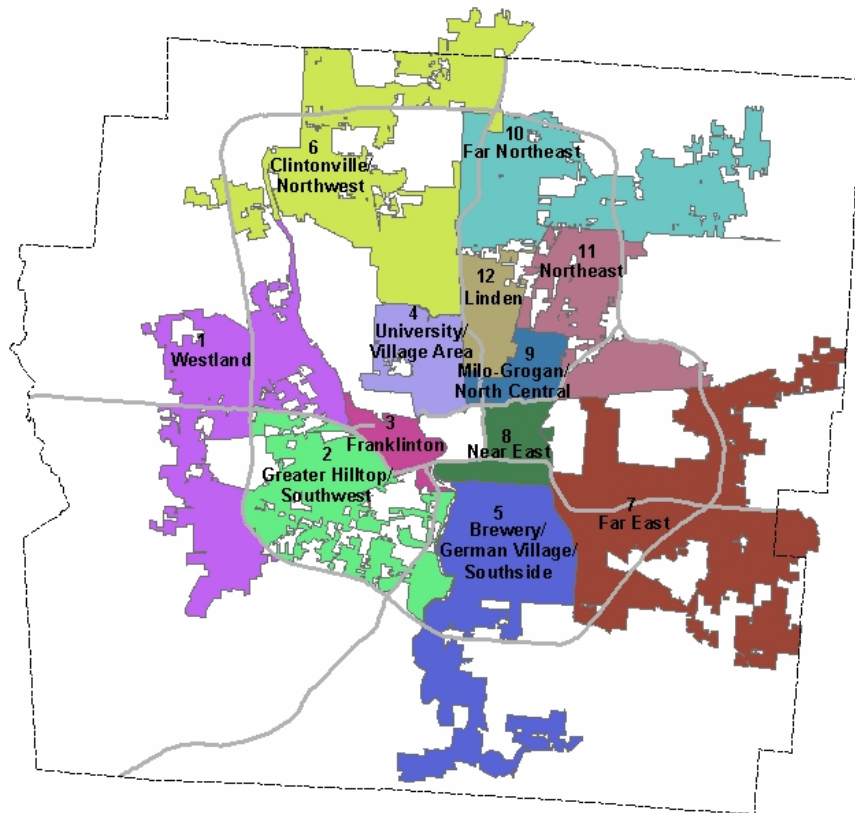
¹ The 2002 survey includes questions that speak to all of the strategic goals except the Economic Development and Technology goal.

A. Neighborhoods

...engage and promote strong, distinct, and vibrant neighborhoods...

The primary advantage of the 2002 Survey over previous versions of the survey is that the way data were gathered allows for accurate comparisons not simply between center and suburb, but across all 12 of the City's neighborhood service districts. Figure 4.2 displays the boundaries and names of each of the 12 service districts.

Figure 4.2
Columbus' 12 Service Districts



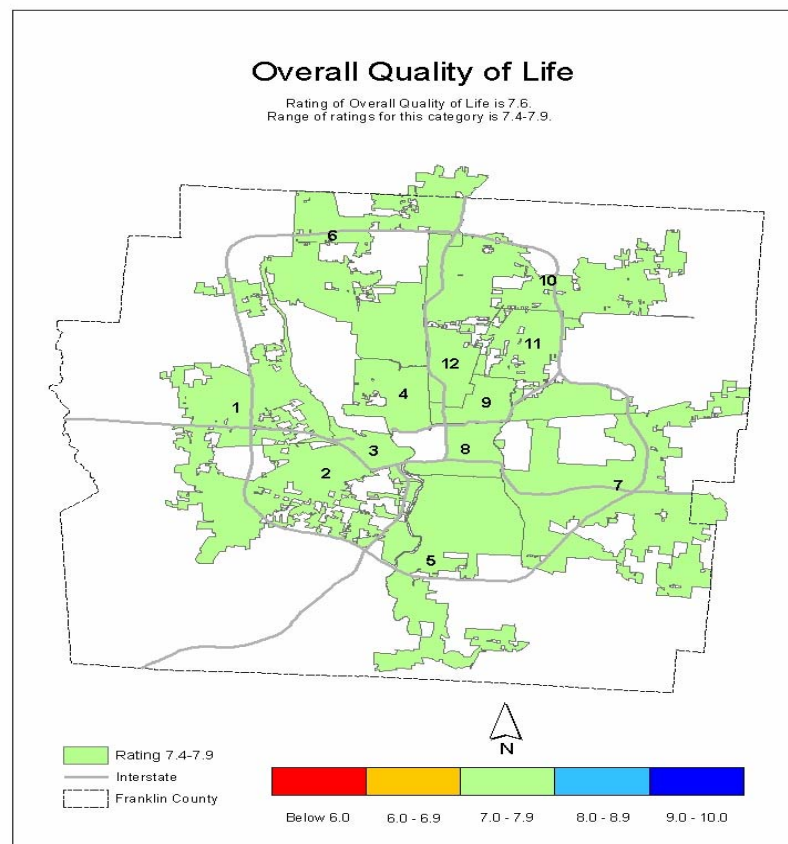
While the previous section examined respondent ratings of the quality of life and the quality of services at the city-wide level, this section examines quality issues at the neighborhood level. This is followed by a presentation of a one-page profile of each of the 12 neighborhood service districts. The section then examines prevalence of different neighborhood level problems. The section analyzes respondent's awareness and ratings of three neighborhood programs or organizations – Neighborhood Pride, Neighborhood Liaisons, and civic organizations. Finally, the section summarizes across all the results and indicates which neighborhoods appear to be more vibrant.

i. Quality of Life across Neighborhoods

As presented in section 3, the city-wide average rating for quality of life has steadily increased from 7.2 in 1994 to 7.6 in 2002. This previous section also highlighted variations in quality of life ratings across subgroups by age, income, and race. There are also important differences in some cases across geographical units, in this case neighborhood service districts. To begin, respondents were asked to assess quality of life in two ways: overall and in their neighborhood. Figure 4.3 presents overall quality of life ratings for each of the 12 neighborhood service districts.

Figure 4.3

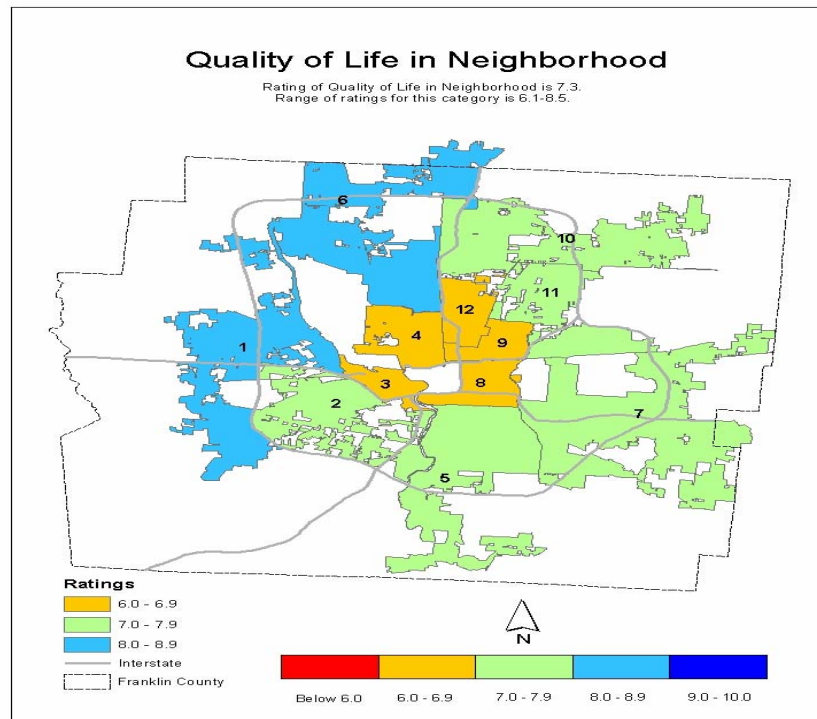
Overall quality of life is consistently high across the City...



Respondents in each of the service districts rate overall quality of life on par with the city-wide average. This suggests that respondents in each neighborhood are uniformly satisfied with things as they are. However, the survey also asked respondents to assess the quality of life in their neighborhood. When asked this way, important neighborhood differences emerge. Figure 4.4 on the next page presents the results.

Figure 4.4

*...but
neighborhood
quality of life
varies across
service
districts.*



The central districts (3, 4, 8, 9 & 12) report neighborhood quality of life ratings below (6.0-6.9) the average of 7.3. On the other hand, the Westland (1) and Clintonville/Northwest (6) districts report ratings above (8.0-8.9) the city-wide average. Districts on the periphery from the southwest around to the northeast (2, 5, 7, 10 & 11) report ratings around (7.0-7.9) the city-wide average. In sum, respondents in the center report the lowest neighborhood quality of life ratings, while those on the periphery report ratings above or on par with the average.

ii. Quality of Services across Neighborhoods

In addition to variations in quality of life of across neighborhoods service districts, the survey data can also be used to explore differences in the ratings for each of the individual services included in the survey. Figures 4.5 - 4.20 on the next four pages display the ratings for each service by neighborhood service district. The services are reported from those rated highest to lowest. Different colors are used to report different categories of ratings as follows:

Dark Blue 9.0 - 10.0
Light Blue 8.0 - 8.9
Light Green 7.0 - 7.9
Orange 6.0 - 6.9
Red 5.0 - 5.9

Figure 4.5

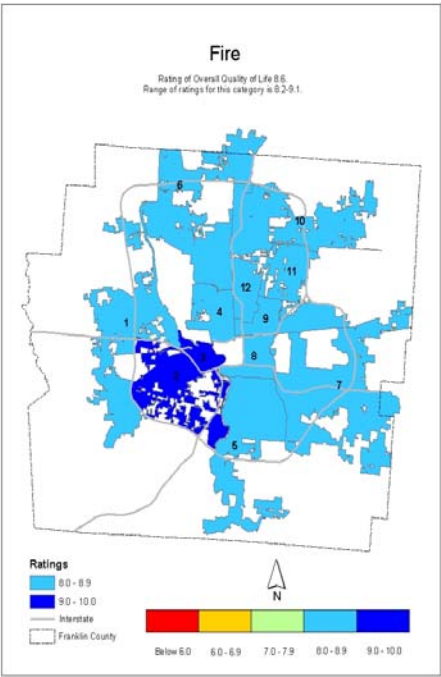


Figure 4.6

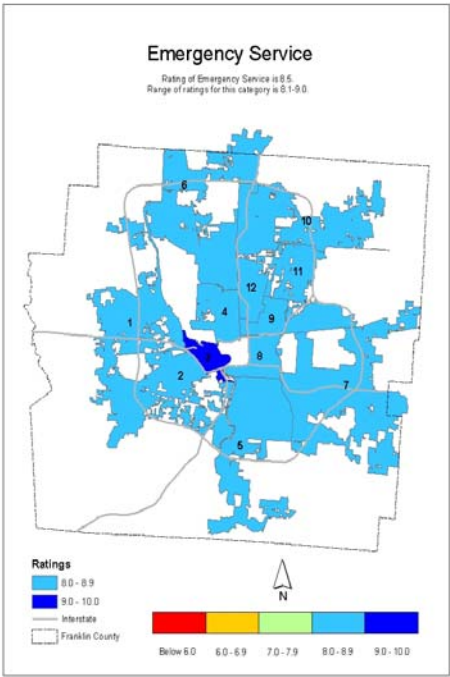


Figure 4.7

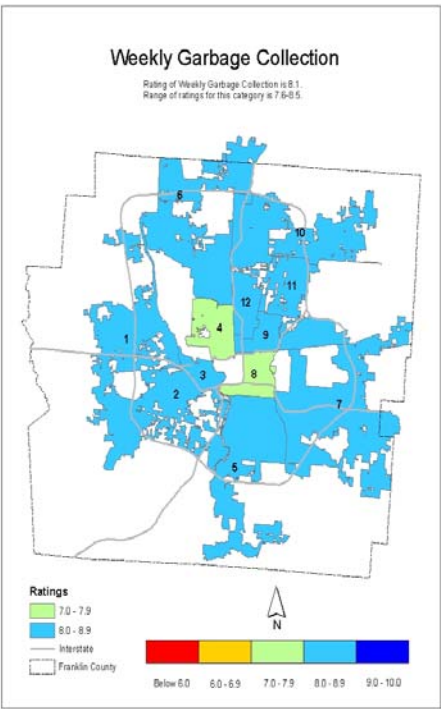


Figure 4.8

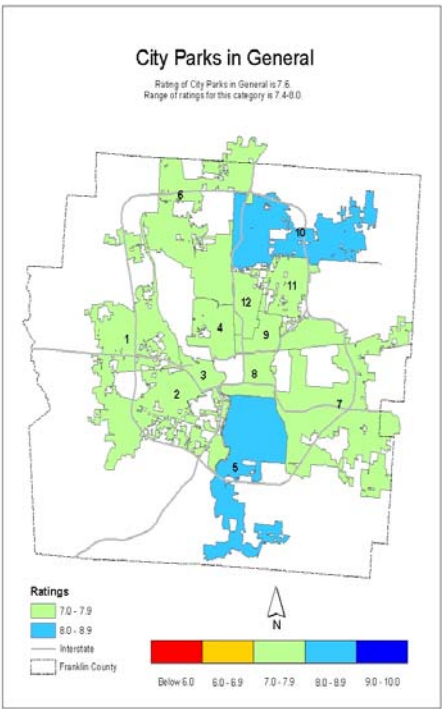


Figure 4.9

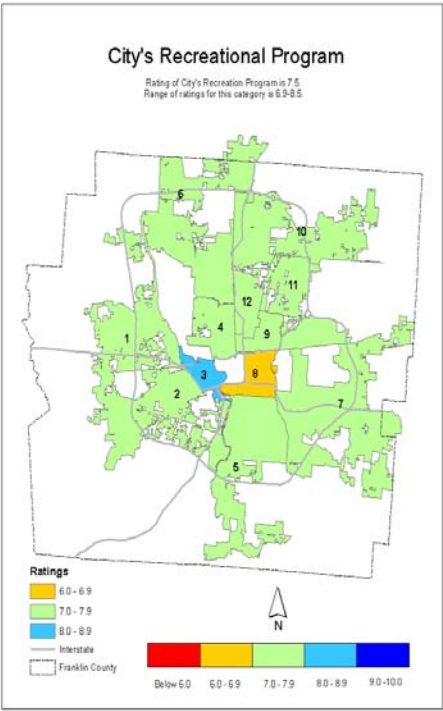


Figure 4.10

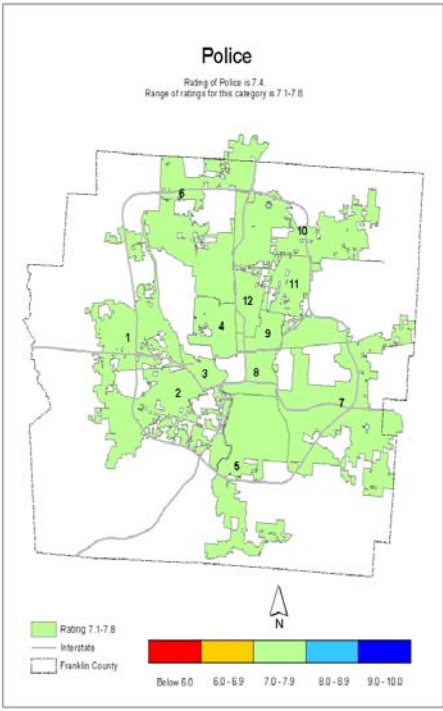


Figure 4.11

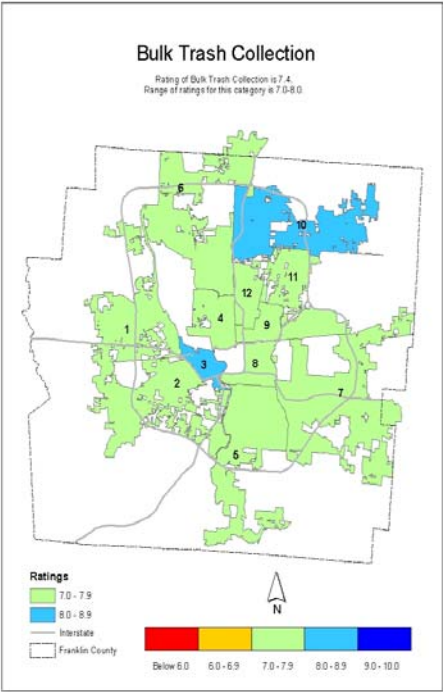


Figure 4.12

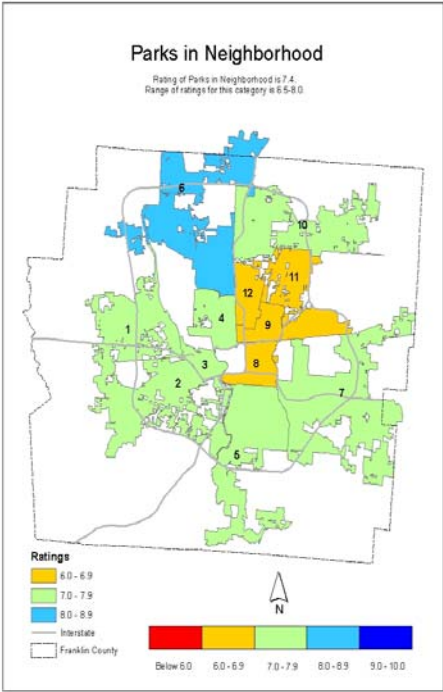


Figure 4.13

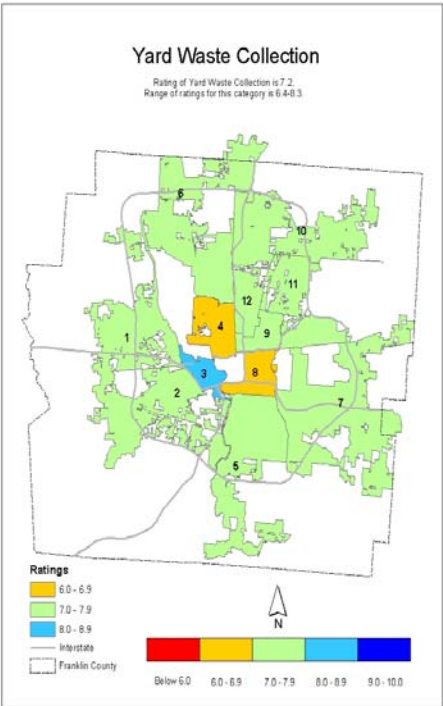


Figure 4.14

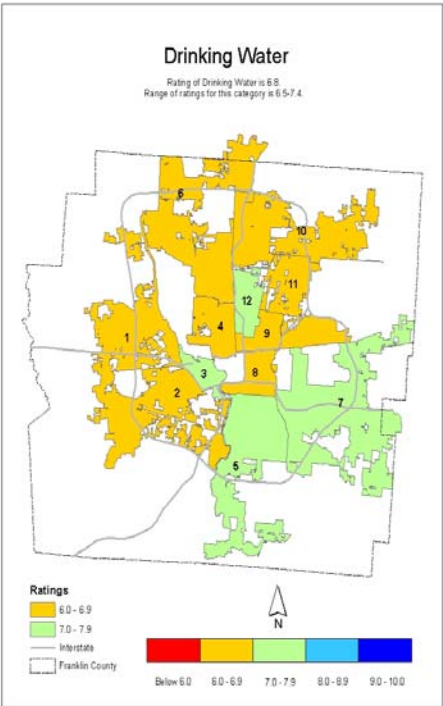


Figure 4.15

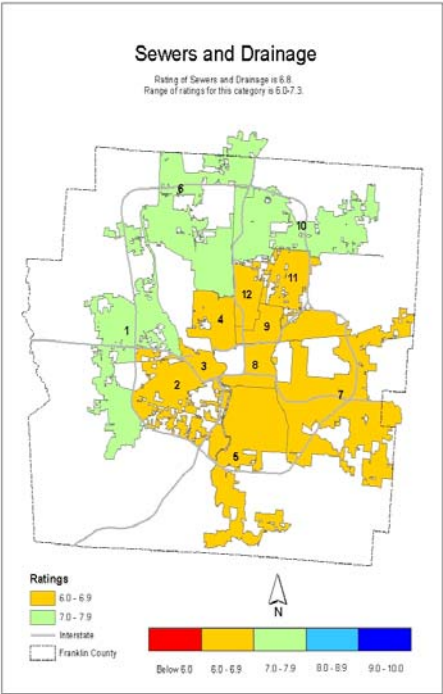


Figure 4.16

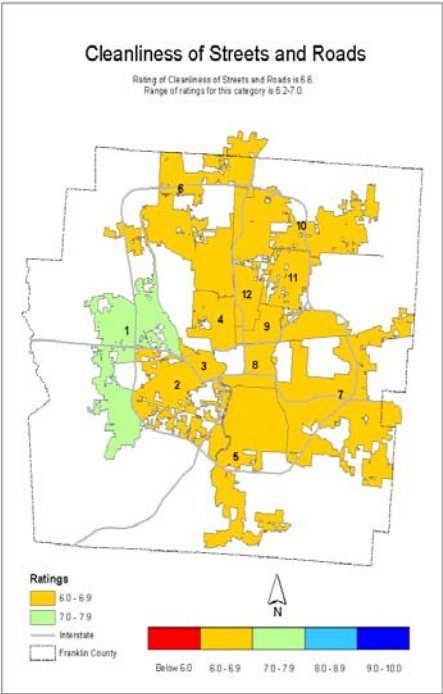


Figure 4.17

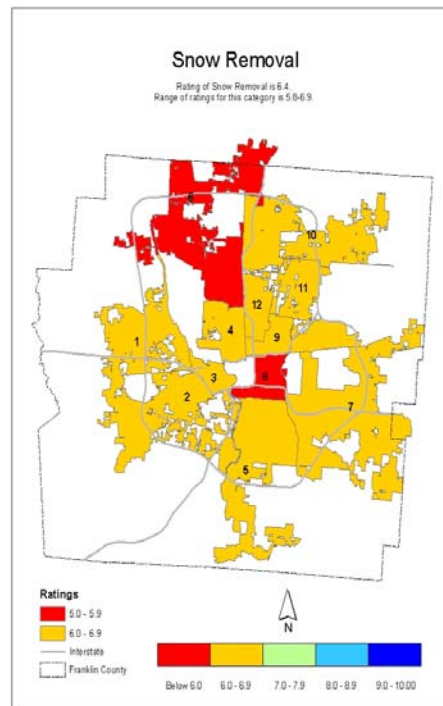


Figure 4.18

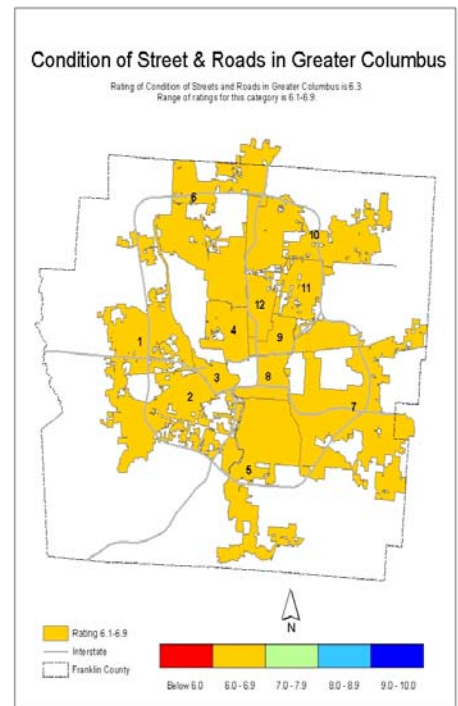


Figure 4.19

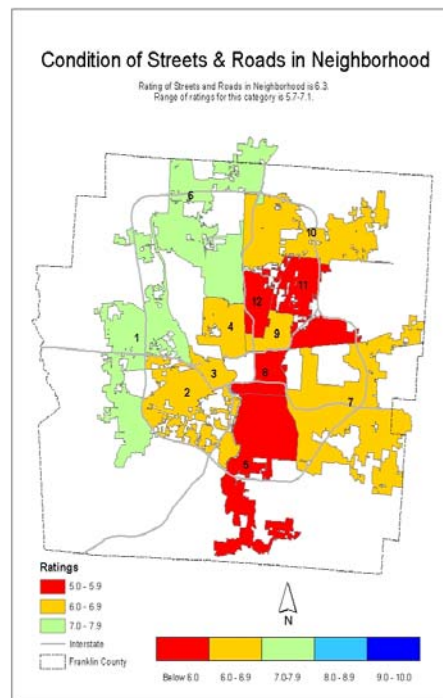
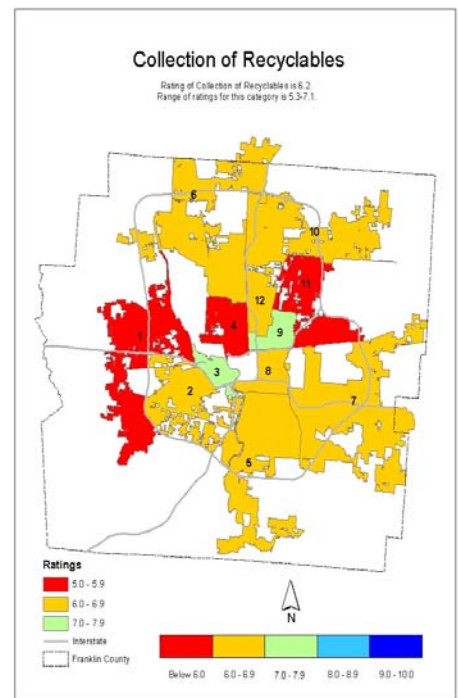


Figure 4.20



*Services with
quality ratings
at or above the
average
service rating
report
consistently
positive ratings
across
districts....*

The majority of services with quality ratings at or above the overall average service rating of 7.2 tend to report consistently positive ratings across service districts. There are two exceptions: neighborhood parks and yard waste collection. In the case of neighborhood parks, east central and north east districts (8, 9, 11 & 12) all report below average ratings in the 6.0 to 6.9 range, while the Clintonville/Northwest (6) reports an above average rating between 8.0 and 8.9. In the case of yard waste collection, the University/Village Area (4) and the Near East (8) district report below average ratings in the 6.0 to 6.9 range, while the other districts report ratings comparable to the average.

The consistency across service districts for services above the average service rating is in contrast to inconsistency for services below the average. To begin, while the Franklinton (3), Brewery/German Village/Southside (5), Far East (7), and Linden (12) districts all report ratings around the overall service average in the range of 7.0 to 7.9, the remaining eight districts report ratings below the average in the range from 6.0 to 6.9. For sewers and drainage, the Westland (1), Clintonville/Northwest (6), and Far Northeast (10) districts report above average ratings in the 7.0 to 7.9 ratings, the remaining nine districts report ratings in the 6.0 to 6.9 range. Snow removal receives consistently poor ratings across the City, but receives very low ratings in the 5.0 to 5.9 range in Clintonville/Northwest (6) and Near East (8) districts.

*....while
services with
quality ratings
below the
average
display more
inconsistency
across
districts.*

The most variation is apparent for the services with the lowest ratings - condition of neighborhood streets and collection of recyclables. While the Westland (1) and Clintonville/Northwest (6) districts rate the conditions of the streets in their neighborhood around the overall service average (7.0 to 7.9 range), the Brewery/German Village/Southside (5), Near East (8), Northeast (11), and Linden (12) districts report ratings far below the average (5.0 to 5.9 range). The remaining six districts report ratings in the range of 6.0 to 6.9.

In terms of the collection of recyclables, only the Franklinton (3) and the Near East (8) districts give ratings around the overall service average (7.0 to 7.9), while the Westland (1), University/Village Area (4) and Northeast (11) districts report ratings far below the average (5.0 to 5.9). The other seven districts report ratings in the range of 6.0 to 6.9.

iii. Neighborhood Profiles

This section provides a brief overview of the results for each of the 12 neighborhood service district. The next 12 pages provide a one page profile of each district including:

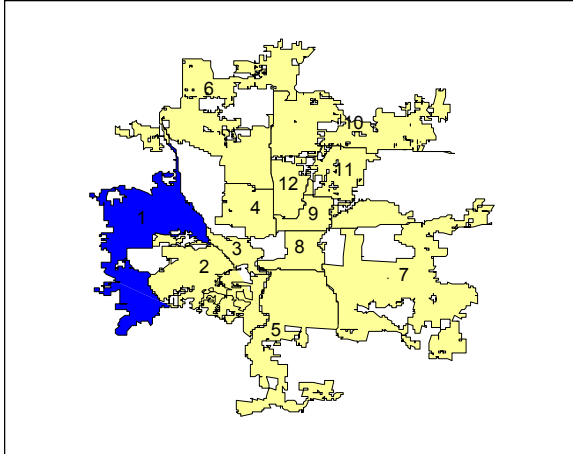
- the average neighborhood quality of life rating;
- sample quotes of what residents like best about Columbus;
- the top three problems in the neighborhood;
- and the average service quality ratings for 16 services included in the survey.²

For the average neighborhood quality of life rating and the average service quality ratings, the ratings are reported in **blue** if they are at or above the city-wide average, and in **red** if they are below. For the neighborhood-level problems, the survey asked respondents whether each of the following were problems in their neighborhood:

- Speeding;
- Overgrown Weeds;
- Run-Down Buildings;
- Vacant Buildings;
- Spilled Trash;
- Abandoned Cars; and,
- Graffiti.

The neighborhood profiles report the top three problems for each neighborhood, as well as the percentage of respondents that indicated the particular item was a problem in their neighborhood.

² Street lighting is not included since this is the first year that quality is rated.



Neighborhood Service District 1 Westland

*Average Neighborhood Quality
of Life Rating*

7.8

What Westland Residents Like Best About Columbus

“I like the diversity, the people, and the all the things to do.”

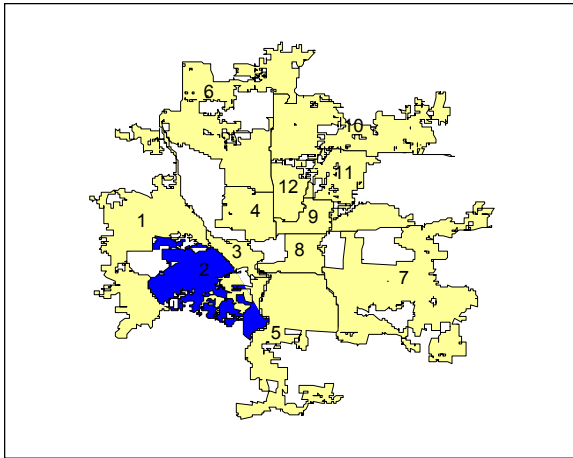
“It's a big city with lots of events and job opportunities.”

Three Biggest Problems in Westland

- 1. Speeding (51%)**
- 2. Overgrown Weeds (19%)**
- 3. Vacant Buildings (17%)**

Service Quality Ratings

Fire Services	8.4	Yard Waste Collection	7.5
Emergency Medical Services	8.2	Drinking Water	6.8
Weekly Garbage Collection	8.1	Sewers & Drainage	7.3
City Parks in General	7.4	Cleanliness of Roads & Streets	7.0
City's Recreational Programs	7.3	Snow Removal	6.6
Police Services	7.4	Condition of Columbus Streets	6.1
Bulk Trash Collection	7.3	Condition of Neighborhood Streets	7.1
Neighborhood Parks	7.0	Collection of Recyclables	5.3



Neighborhood Service District 2 Greater Hilltop Southwest

*Average Neighborhood Quality
of Life Rating*

7.6

What Greater Hilltop Southwest Residents Like Best About Columbus

“It’s a good place to raise a family.”

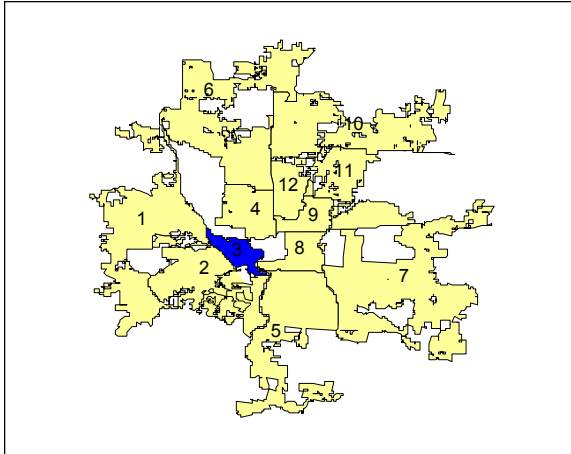
“I like the affordable housing and the diversity of Columbus.”

Three Biggest Problems in Greater Hilltop Southwest

- 1. Speeding (63%)**
- 2. Overgrown Weeds (44%)**
- 3. Spilled Trash (38%)**

Service Quality Ratings

Fire Services	9.0	Yard Waste Collection	7.1
Emergency Medical Services	8.7	Drinking Water	6.7
Weekly Garbage Collection	8.1	Sewers & Drainage	6.3
City Parks in General	7.5	Cleanliness of Roads & Streets	6.2
City's Recreational Programs	7.8	Snow Removal	6.2
Police Services	7.6	Condition of Columbus Streets	6.1
Bulk Trash Collection	7.2	Condition of Neighborhood Streets	6.1
Neighborhood Parks	7.4	Collection of Recyclables	6.4



Neighborhood Service District 3 Franklinton

*Average Neighborhood Quality
of Life Rating*

7.4

What Franklinton Residents Like Best About Columbus

“Columbus has a lot of great opportunities.”

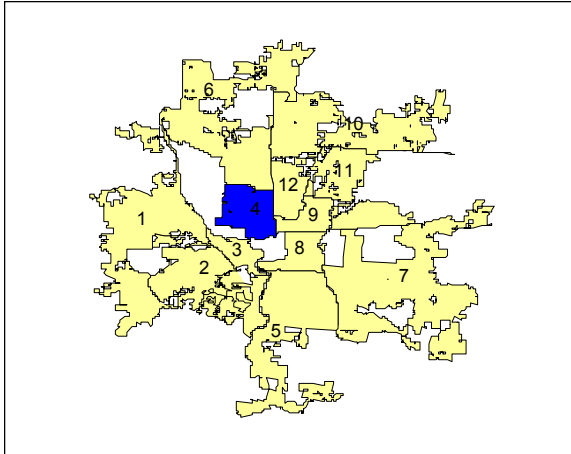
“I like the parks and downtown.”

Three Biggest Problems in Franklinton

- 1. Speeding (67%)**
- 2. Run-down Buildings (56%)**
- 3. Vacant Buildings (56%)**

Service Quality Ratings

Fire Services	9.1	Yard Waste Collection	8.3
Emergency Medical Services	9.0	Drinking Water	7.4
Weekly Garbage Collection	8.5	Sewers & Drainage	6.8
City Parks in General	7.6	Cleanliness of Roads & Streets	6.7
City's Recreational Programs	8.5	Snow Removal	6.9
Police Services	7.6	Condition of Columbus Streets	6.6
Bulk Trash Collection	7.9	Condition of Neighborhood Streets	6.5
Neighborhood Parks	7.2	Collection of Recyclables	6.9



Neighborhood Service District 4 University/Village Area

*Average Neighborhood Quality
of Life Rating*

7.5

What University/Village Area Residents Like Best About Columbus

“I love the university.”

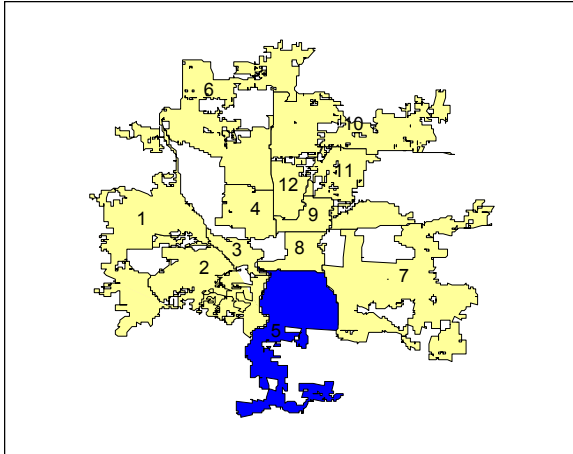
“Everything is convenient in Columbus.”

Three Biggest Problems in University/Village Area

- 1. Spilled Trash (57%)**
- 2. Speeding (55%)**
- 3. Overgrown Weeds (51%)**

Service Quality Ratings

Fire Services	8.3	Yard Waste Collection	6.4
Emergency Medical Services	8.2	Drinking Water	6.6
Weekly Garbage Collection	7.6	Sewers & Drainage	6.8
City Parks in General	7.5	Cleanliness of Roads & Streets	6.4
City's Recreational Programs	7.1	Snow Removal	6.4
Police Services	7.2	Condition of Columbus Streets	6.4
Bulk Trash Collection	7.0	Condition of Neighborhood Streets	6.4
Neighborhood Parks	7.1	Collection of Recyclables	5.3



**Neighborhood Service
District 5
Brewery/German
Village/
Southside**

*Average Neighborhood Quality
of Life Rating*

7.7

What Brewery/German Village/Southside Residents Like Best About Columbus

“I really like the seasons and the various theaters.”

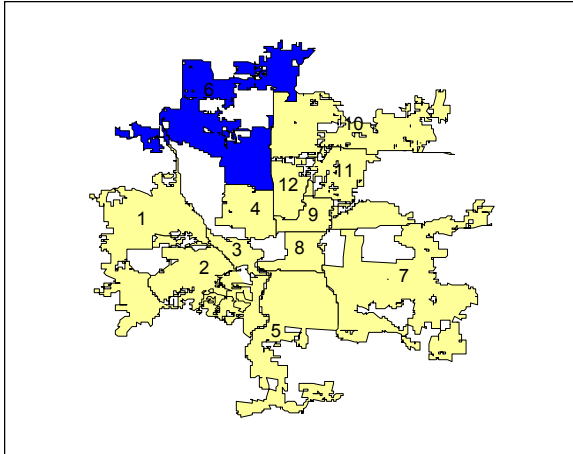
“The economy and the availability of jobs.”

Three Biggest Problems in Brewery/German Village/Southside

1. Speeding (53%)
2. Overgrown Weeds (42%)
3. Spilled Trash (36%)

Service Quality Ratings

Fire Services	8.9	Yard Waste Collection	7.2
Emergency Medical Services	8.8	Drinking Water	7.1
Weekly Garbage Collection	8.0	Sewers & Drainage	6.5
City Parks in General	8.0	Cleanliness of Roads & Streets	6.5
City's Recreational Programs	7.8	Snow Removal	6.7
Police Services	7.5	Condition of Columbus Streets	6.4
Bulk Trash Collection	7.6	Condition of Neighborhood Streets	5.7
Neighborhood Parks	7.8	Collection of Recyclables	6.8



Neighborhood Service District 6 Clintonville/Northwest

*Average Neighborhood Quality
of Life Rating*

7.8

What Clintonville/Northwest Residents Like Best About Columbus

“There's always something to do and I can get anything I need.”

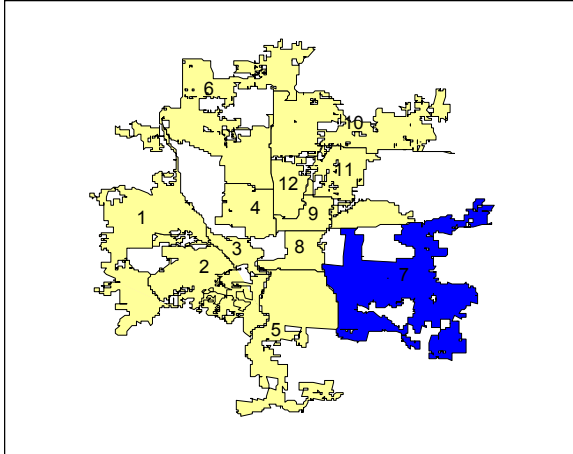
“I feel good about the stable economy.”

Three Biggest Problems in Clintonville/Northwest

- 1. Speeding (59%)**
- 2. Overgrown Weeds (21%)**
- 3. Vacant Buildings (13%)**

Service Quality Ratings

Fire Services	8.6	Yard Waste Collection	7.7
Emergency Medical Services	8.6	Drinking Water	6.8
Weekly Garbage Collection	8.3	Sewers & Drainage	7.1
City Parks in General	7.6	Cleanliness of Roads & Streets	6.9
City's Recreational Programs	7.5	Snow Removal	5.9
Police Services	7.5	Condition of Columbus Streets	6.4
Bulk Trash Collection	7.6	Condition of Neighborhood Streets	7.0
Neighborhood Parks	8.0	Collection of Recyclables	6.8



Neighborhood Service District 7 Far East

*Average Neighborhood Quality
of Life Rating*

7.5

What Far East Residents Like Best About Columbus

“It's just a great place to live.”

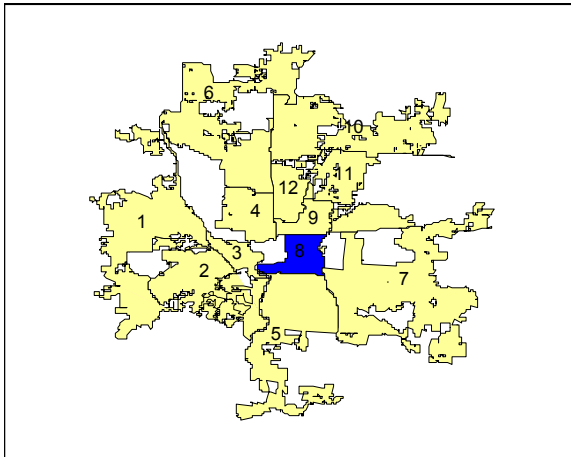
“There are things to do most every weekend.”

Three Biggest Problems in Far East

1. Speeding (61%)
2. Overgrown Weeds (28%)
3. Spilled Trash (23%)

Service Quality Ratings

Fire Services	8.9	Yard Waste Collection	7.6
Emergency Medical Services	8.8	Drinking Water	7.3
Weekly Garbage Collection	8.4	Sewers & Drainage	6.9
City Parks in General	7.6	Cleanliness of Roads & Streets	6.7
City's Recreational Programs	7.5	Snow Removal	6.8
Police Services	7.4	Condition of Columbus Streets	6.3
Bulk Trash Collection	7.7	Condition of Neighborhood Streets	6.9
Neighborhood Parks	7.6	Collection of Recyclables	6.1



Neighborhood Service District 8 Near East

*Average Neighborhood Quality of
Life Rating*

7.4

What Near East Residents Like Best About Columbus

“Columbus has a very good hospital system.”

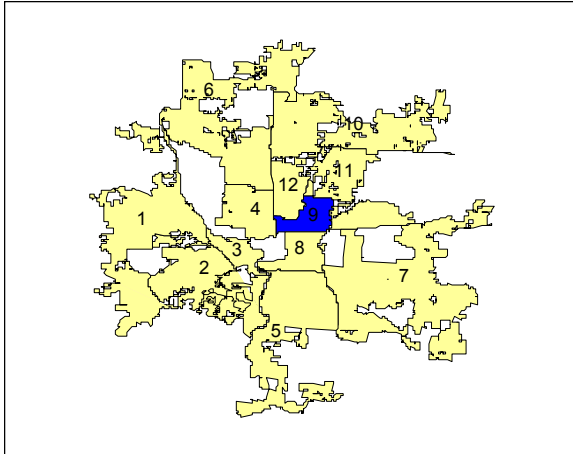
“I love all the shopping centers.”

Three Biggest Problems in the Near East

- 1. Vacant Buildings (61%)**
- 2. Run-Down Buildings (55%)**
- 3. Speeding (54%)**

Service Quality Ratings

Fire Services	8.2	Yard Waste Collection	6.7
Emergency Medical Services	8.3	Drinking Water	6.5
Weekly Garbage Collection	7.8	Sewers & Drainage	6.0
City Parks in General	7.4	Cleanliness of Roads & Streets	6.4
City's Recreational Programs	6.9	Snow Removal	5.8
Police Services	7.2	Condition of Columbus Streets	6.2
Bulk Trash Collection	7.3	Condition of Neighborhood Streets	5.9
Neighborhood Parks	6.8	Collection of Recyclables	6.4



Neighborhood Service District 9 North Central

*Average Neighborhood Quality
of Life Rating*

7.7

What North Central Residents Like Best About Columbus

“Columbus is a big city with a small town flavor, good integration and good entertainment.”

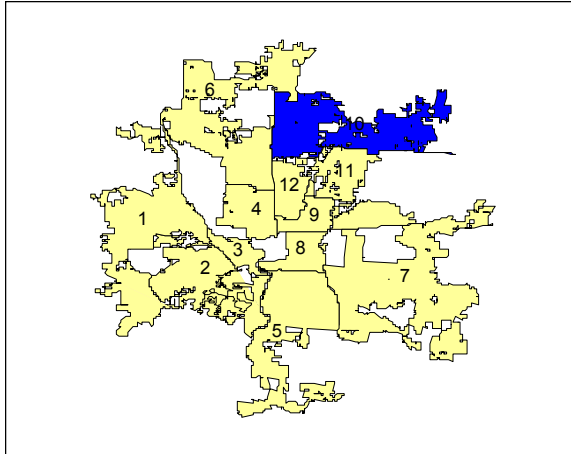
“There are a lot of job opportunities.”

Three Biggest Problems in North Central

1. Speeding (63%)
2. Overgrown Weeds (54%)
3. Vacant Buildings (41%)

Service Quality Ratings

Fire Services	8.5	Yard Waste Collection	7.1
Emergency Medical Services	8.4	Drinking Water	6.6
Weekly Garbage Collection	8.4	Sewers & Drainage	6.7
City Parks in General	7.7	Cleanliness of Roads & Streets	6.7
City's Recreational Programs	7.7	Snow Removal	6.6
Police Services	7.8	Condition of Columbus Streets	6.9
Bulk Trash Collection	7.8	Condition of Neighborhood Streets	6.5
Neighborhood Parks	6.9	Collection of Recyclables	7.1



Neighborhood Service District 10 Far Northeast

*Average Neighborhood Quality
of Life Rating*

7.8

What Far Northeast Residents Like Best About Columbus

“There are a variety of things to do as far as entertainment and jobs.”

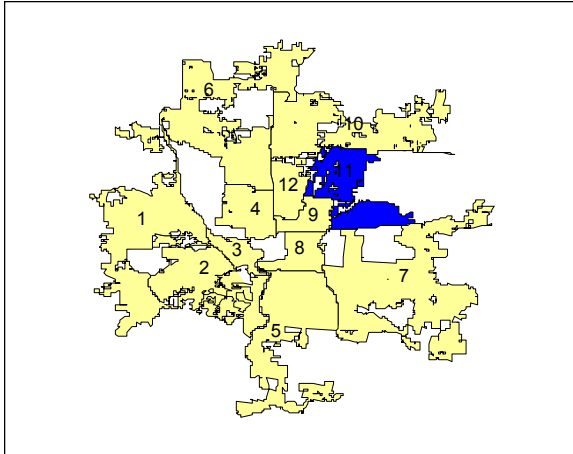
“I just like the total ambiance.”

Three Biggest Problems in the Far Northeast

1. Speeding (45%)
2. Overgrown Weeds (27%)
3. Spilled Trash (25%)

Service Quality Ratings

Fire Services	8.8	Yard Waste Collection	7.8
Emergency Medical Services	8.8	Drinking Water	6.9
Weekly Garbage Collection	8.4	Sewers & Drainage	7.2
City Parks in General	8.0	Cleanliness of Roads & Streets	6.9
City's Recreational Programs	7.7	Snow Removal	6.3
Police Services	7.8	Condition of Columbus Streets	6.3
Bulk Trash Collection	8.0	Condition of Neighborhood Streets	6.4
Neighborhood Parks	7.6	Collection of Recyclables	6.7



Neighborhood Service District 11 Northeast

*Average Neighborhood Quality
of Life Rating*

7.9

What Northeast Residents Like Best About Columbus

“I love the progressive, growing feeling.”

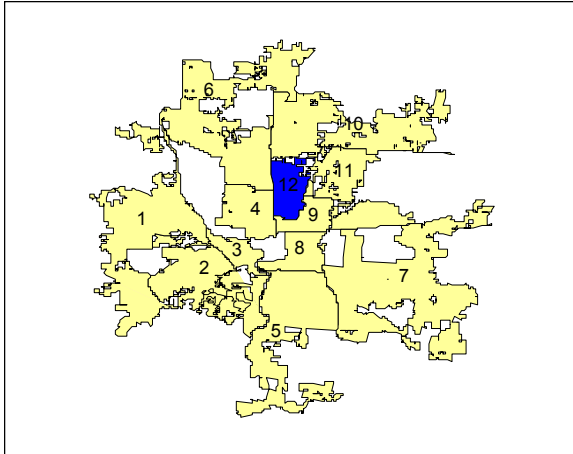
“It's just a good place to live.”

Three Biggest Problems in the Northeast

- 1. Speeding (71%)**
- 2. Overgrown Weeds (36%)**
- 3. Spilled Trash (32%)**

Service Quality Ratings

Fire Services	8.7	Yard Waste Collection	7.1
Emergency Medical Services	8.1	Drinking Water	6.8
Weekly Garbage Collection	8.2	Sewers & Drainage	6.5
City Parks in General	7.4	Cleanliness of Roads & Streets	6.7
City's Recreational Programs	7.4	Snow Removal	6.4
Police Services	7.1	Condition of Columbus Streets	6.3
Bulk Trash Collection	7.8	Condition of Neighborhood Streets	5.7
Neighborhood Parks	6.6	Collection of Recyclables	5.7



Neighborhood Service District 12 Linden

*Average Neighborhood Quality
of Life Rating*

7.4

What Linden Residents Like Best About Columbus

“The people, art, food, and museums.”

“I like the new COSI and the State Fair.”

Three Biggest Problems in Linden

1. Speeding (58%)
2. Overgrown Weeds (49%)
3. Run Down Buildings (44%)

Service Quality Ratings

Fire Services	8.6	Yard Waste Collection	7.0
Emergency Medical Services	8.8	Drinking Water	7.1
Weekly Garbage Collection	8.3	Sewers & Drainage	6.9
City Parks in General	7.5	Cleanliness of Roads & Streets	6.6
City's Recreational Programs	7.7	Snow Removal	6.5
Police Services	7.4	Condition of Columbus Streets	6.3
Bulk Trash Collection	7.5	Condition of Neighborhood Streets	5.8
Neighborhood Parks	6.5	Collection of Recyclables	6.5

iv. Neighborhood Problems

The neighborhood profiles provide an overview of the neighborhood level problems that exist throughout the City. Table 4.1 reports the prevalence of various neighborhood problems. Note that respondents were asked about each type of problem independently. Respondents did not have to pick among these problems, but rather identified whether each one is a problem in their neighborhood.

Speeding is the most frequently identified neighborhood level problem.

Table 4.1
Prevalence of Neighborhood Level Problems

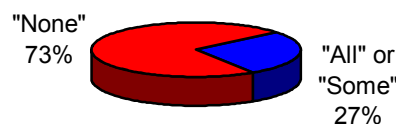
Speeding	57%
Overgrown Weeds	39%
Spilled Trash	34%
Vacant Houses and Buildings	30%
Run-Down Buildings	29%
Graffiti	24%
Abandoned Cars	21%

Speeding is far and away the most frequently identified neighborhood level problem. Over half of respondents indicate that speeding is a problem. About a third of respondents indicate that each of the following is a problem in their neighborhood: overgrown weeds (39%), spilled trash (34%), vacant houses and buildings (30%), and run-down buildings (29%). Around a quarter of respondents indicate that graffiti (24%) and abandoned cars (21%) are problems.

Respondents were then asked whether they reported any of the problems identified in Table 4.1 to the City. Almost three-quarters of respondents indicate that they did not, while just over a quarter say that they reported “all” or “some” of the problems. Figure 4.21 on the next page reports the results graphically.³

Less than one-third of respondents reported neighborhood level problems to the City...

Figure 4.21
Percentage of Respondents that Reported Neighborhood Level Problems to the City

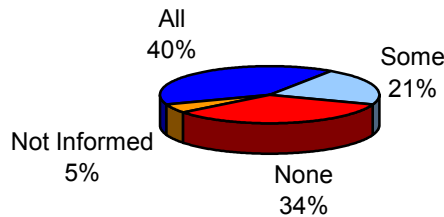


³ Total of 929 valid responses.

...and more than half of these respondents report that "all" or "some" of these problems were resolved by the City.

Of respondents that reported problems, 40% indicate that all of the problems were dealt with, while 21% indicate that some of the problems were. One-third indicate that the problems were not dealt with, and 5% indicate that they were not informed about how the problems were handled. Figure 4.22 reports these results graphically.

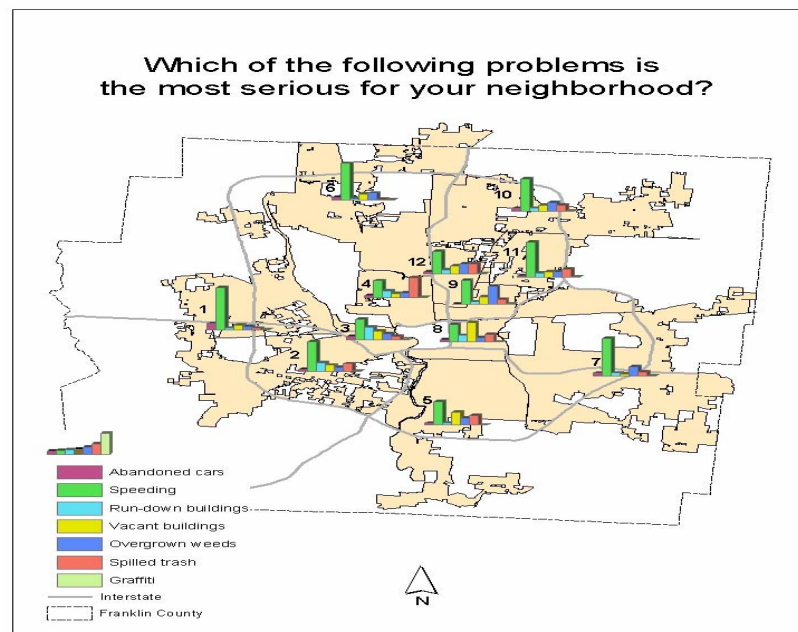
Figure 4.22
Percentage of Neighborhood Problems Resolved by the City



Differences across Service Districts

As indicated in the neighborhood profiles, there is geographic variance in the prevalence of various neighborhood problems. Figure 4.23 reports the percentage of respondents in each service district that indicate that each of the different problems is the most serious in their neighborhood. Speeding is identified as the most serious problem in all of the service districts, except two. The University/Village Area (4) district ranks spilled trash as the most serious problem, while the Near East (8) district ranks vacant buildings as the most serious.

Figure 4.23



Speeding is the most serious neighborhood level problem across the City...

Most service districts rate the appearance of commercial and residential buildings as fair...

Problems with vacant buildings also rank high in the German Village/Brewery/Southside (5) district and run down buildings rank high in the Franklinton (3) district. Figures 4.24 and 4.25 report the appearance ratings of both commercial and residential buildings by service district. Respondents were asked to rate the appearance of these two types of buildings on a five point scale, where 1 equals "poor" and 4 equals "excellent."

Figure 4.24

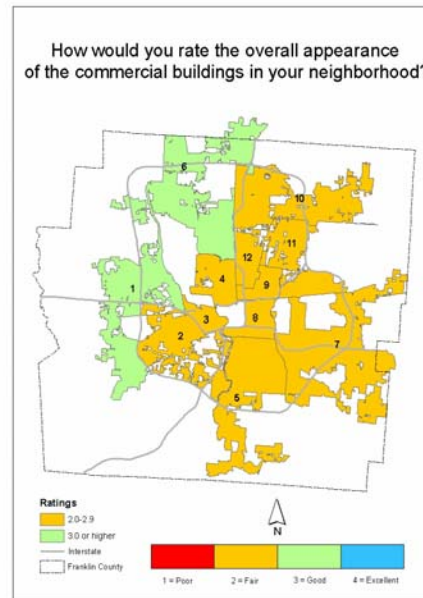
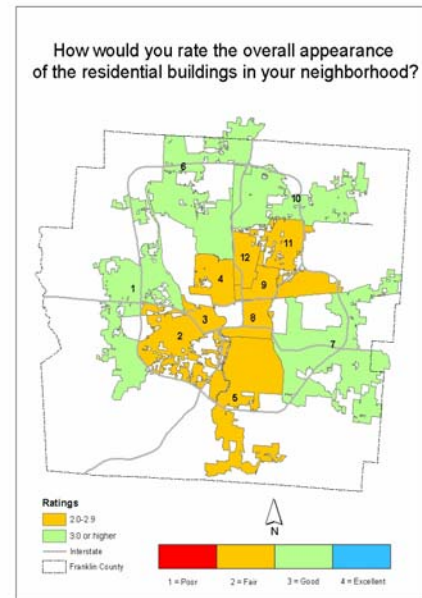


Figure 4.25



...although neighborhoods around the periphery tend to report higher ratings.

Most service districts rate the appearance of commercial buildings as "fair" (between 2.0 to 2.9), with only two districts – Westland (1) and Clintonville/Northwest (5) – rating appearance as "good" (between 3.0 and 4.0). More districts give ratings of "good" to residential buildings, notably the Far East (7) and Northland (10) districts, in addition to Westland (1) and Clintonville/Northwest (5). The remaining districts, many of them located near downtown, rate the appearance as "fair", suggesting that the condition of housing stock and commercial buildings is worse in the central service districts.

v. Neighborhood Pride

Recently the City initiated a program called Neighborhood Pride to help address some of the problems mentioned in the previous section. Around 36% of respondents are aware of the program. Figure 4.26 reports these results graphically. This is only a marginal increase from 2000, when 32% of respondents were aware of the program.

Around one-third of respondents are aware of Neighborhood Pride...

Figure 4.26
Percentage of Respondents Who Have Heard of Neighborhood Pride

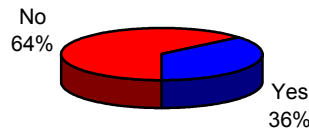


Table 4.2 reports what these respondents know specifically about the program. Half of respondents either just heard of the program or do not know anything about it. Another third of respondents report responses that relate to improving neighborhood conditions. The remaining respondents indicate getting people involved (3%), crime watch (3%), or something else (9%).

Table 4.2
What Respondents Know Specifically about Neighborhood Pride⁴

Improve Neighborhood Conditions ⁵	35%
Get People Involved in Their Neighborhood ⁶	3%
Crime Watch	3%
Other	9%
Just Heard of It/Do Not Know Anything	50%

...although half of these respondents either just heard of it or do not know anything about it.

Respondents that are aware of the program were then asked what services they would like if a Pride Center were located in their neighborhood. Table 4.3 on the next page reports respondent preferences. The majority of respondents want Pride Centers to organize neighborhood clean-ups (63%), while 13% of respondents want to file a general complaint or ask a question about a City service. Around one-tenth of respondents want to interact with police and fire officials, while 7% want to ask questions about code enforcement and 6% want to apply for or obtain building permits.

⁴ Total of 406 valid responses.

⁵ Category includes cleaning neighborhood, taking better care of property, fixing buildings, improving the quality of life, and revitalizing the neighborhood.

⁶ Category includes getting people involved and regenerating neighborhood pride.

Table 4.3
Services Desired in Neighborhood Pride Centers⁷

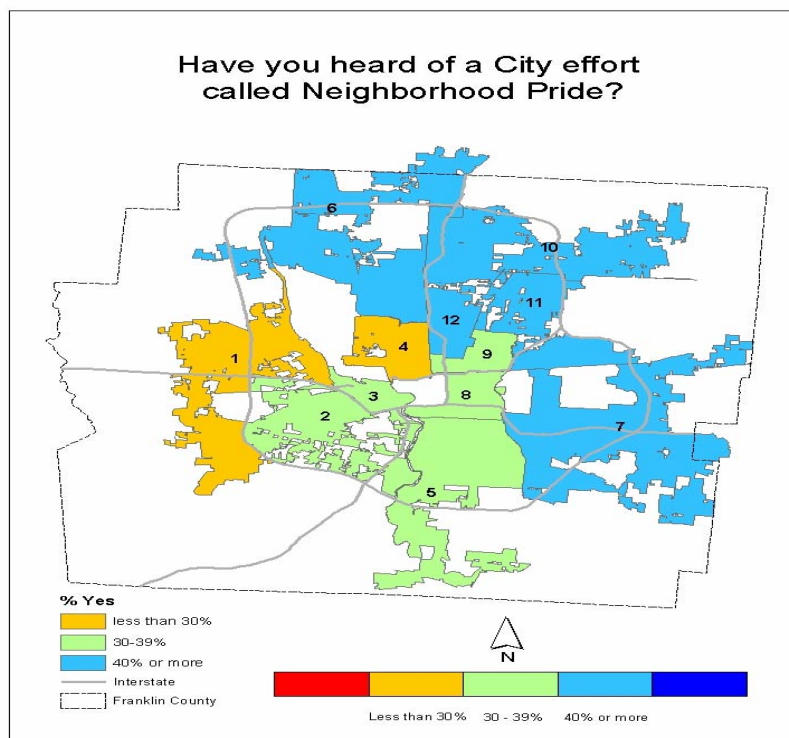
Organize Clean-Ups	63%
General Complaints or Questions about City Services	13%
Interact with Police and Fire Officials	11%
Ask Questions about Code Enforcement	7%
Apply/Obtain Building Permits	6%

Differences across Service Districts and Subgroups

In terms of awareness of Neighborhood Pride, there are important differences across neighborhoods and subgroups by age, income, education and voter registration. As Figure 4.27 reports, different districts are more aware of the program than others.

Figure 4.27

Respondents in the east and north districts around the outer belt are more aware of the program than respondents in other districts.



In particular, 40% or more of respondents in the east and north districts around the outer belt (6, 7, 10, 11 & 12) are aware of the program, while less than 30% are aware in the Westland (1) and University/Village Area (4) districts.

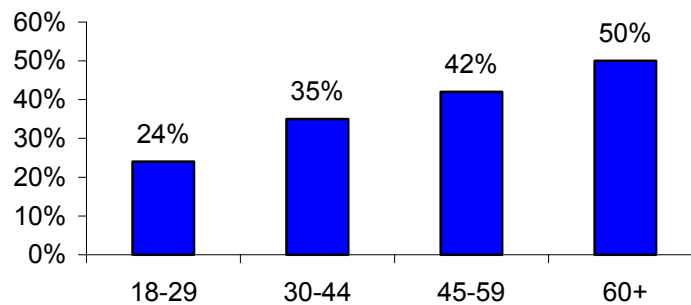
⁷ Total of 416 valid responses.

Respondents with low levels of both income and education are less likely to be aware of the program than respondents with higher levels of income and education...

While around 40% of respondents from all income brackets above \$20,000 had heard of the program, only 29% of respondents with incomes below \$20,000 had. Similarly, while around 37% of respondents that had received a high school degree or more education had heard of the program, only 24% of respondents with less than a high school degree had heard of the program. In sum, respondents with low levels of both income and education are less likely to be aware of the program than respondents with higher levels of income and education.

Older respondents report the greatest awareness of the program. Figure 4.28 reports the percentage of respondents aware of the program by age group. While 50% of respondents 60 or older had heard of the program, half that amount in the 18 to 29 age bracket had.

Figure 4.28
Awareness of Neighborhood Pride by Age



...and older respondents are more likely to be aware of the program than younger respondents.

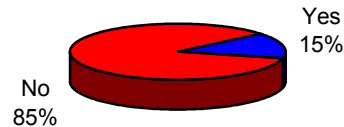
Finally, there is an interesting difference between respondents that are registered to vote and those that are not. While only 23% of non-registered respondents had heard of the program, 41% of registered voters had. This is likely due to increased awareness of local civic issues among the voting public.

vi. Neighborhood Liaisons

About half as many respondents are aware of neighborhood liaisons as are aware of Neighborhood Pride...

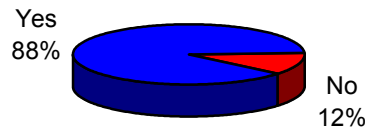
The City has also initiated another program to improve the connections with neighborhoods -- neighborhood liaisons. Figure 4.29 reports the percentage of respondents who are aware of the program.

Figure 4.29
Percentage of Respondents Aware of Neighborhood Liaisons



About half as many respondents are aware of the neighborhood liaisons (15%) as are aware of Neighborhood Pride (36%). This is likely due to the newness of the program. The good news is that the vast majority of respondents (88%) would contact a neighborhood liaison with a problem or issue if they knew how to reach them. Figure 4.30 reports these results graphically.

Figure 4.30
Percentage of Respondents Who Would Contact Neighborhood Liaisons



...but the vast majority of respondents would contact a liaison about a problem if they knew how to reach them.

Table 4.4 lists the primary reasons respondents indicate that they would not go to a liaison. Most of these respondents indicate that they would prefer to go directly to the city department or that they do not trust someone else to address the problem.

Table 4.4
Reasons Respondents Would Not Contact Neighborhood Liaison

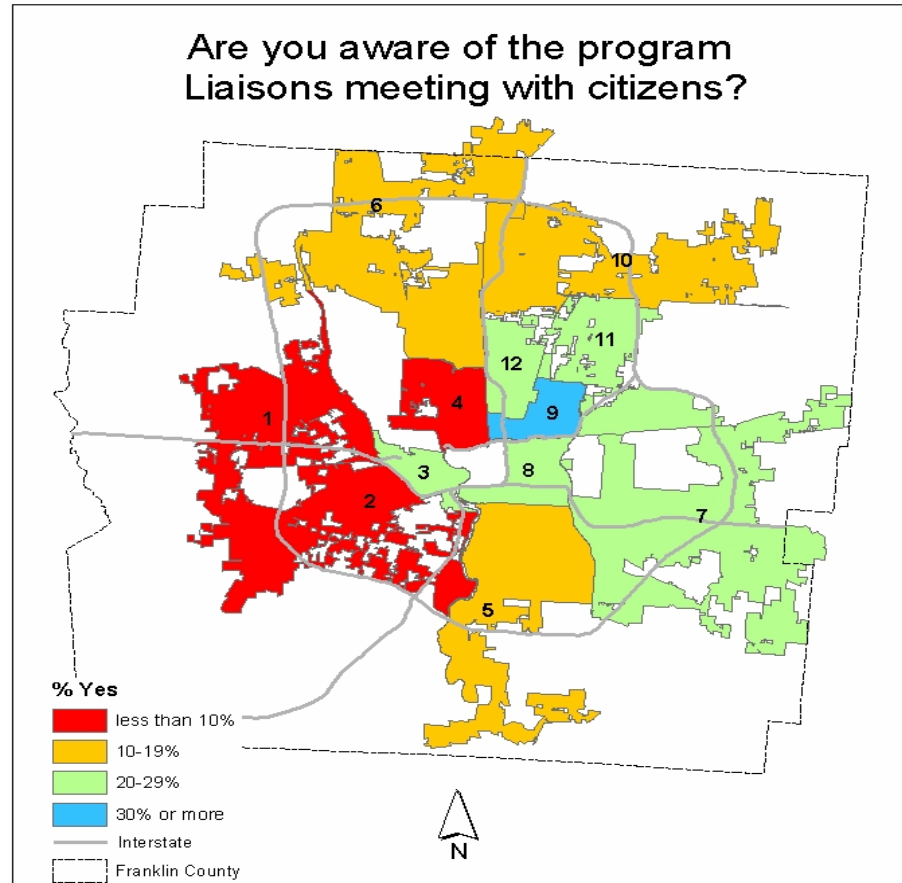
Reason	Frequency
Go to the Department Myself	32
Do Not Trust Someone Else To Do It	23
Do Not Care	17
Other Associations Take Care of Problems	12
Other	22

Differences across Service Districts and Subgroups

As was the case with the Neighborhood Pride program, there is noticeable variation in awareness of the neighborhood liaisons across service districts. In comparison to the Neighborhood Pride program there is far more variation in awareness of the Neighborhood Liaisons. Figure 4.31 reports awareness by service district.

Figure 4.31

There is considerable variation in awareness of neighborhood liaisons across service districts.

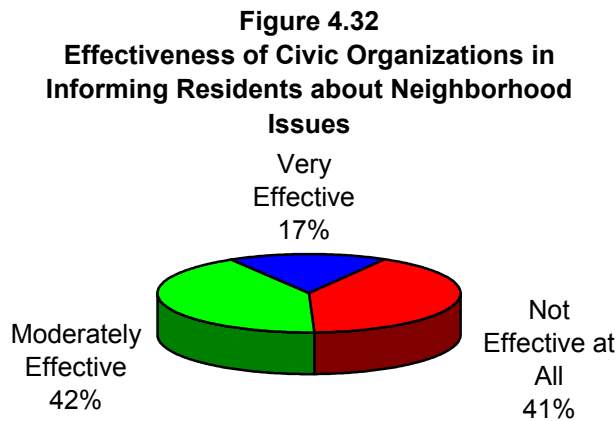


While 30% or more of respondents in the North Central (9) district are aware of the program, less than 10% are aware in the Westland (1), Greater Hilltop/Southwest (2), and University/Village Area (4) districts. Between 10% to 19% of respondents are aware in the Brewery/German Village/Southside (5), Clintonville/Northwest (6) and Northland (10) districts. Between 20% to 29% of respondents are aware of the program in the other five districts.

vii. Civic Organization Effectiveness

Finally, the survey asked respondents to rate the effectiveness of their community or civic organization in how well it informs respondents of neighborhood issues. Figure 4.32 reports the results.

Just over 40% of respondents indicate that their civic organizations are not very effective in informing them about neighborhood issues...



A large percentage of respondents (42%) indicate that their civic organizations are not very effective at all at informing them about neighborhood issues. Only 17% rate their civic organizations as highly effective, while 42% indicate that they are moderately effective.

Differences across Subgroups⁸

...but older respondents report that they are more effective than younger respondents.

The only noticeable difference across subgroups is by age. Older residents report much higher percentages of effectiveness than younger residents. In particular, while only 8% of respondents between 18 and 29 years of age rate their neighborhood civic organization as highly effective in keeping them informed, 22% of those between 45 and 59 years of age and 26% of those 60 and older rate their civic organization as highly effective.

⁸ There is no noticeable variation in effectiveness across service districts.

B. Safety

...enhance the delivery of safety services...

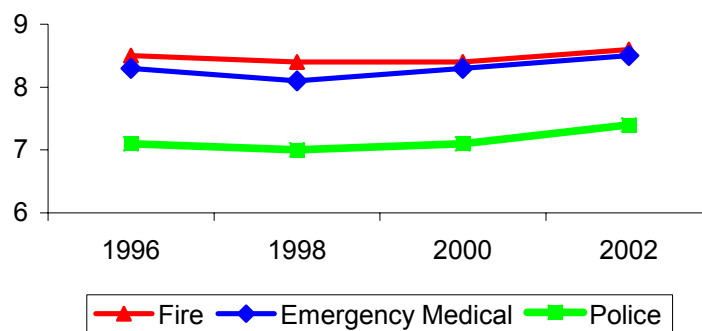
As section 3 indicated, over the last eight years Columbus residents have become less concerned with crime. While 64% of respondents in 1994 indicated it was the most important challenge facing Columbus, only 17% of respondents in 2002 indicate as such. This precipitous decline is likely the result of several factors, including the quality of safety services as well as actual occurrences of crime. This section examines how respondents rate the performance of the City's safety services, respondent's key safety concerns, crime victimization, and respondent's opinions about how much individual citizens need to work with the Police to prevent crime.

i. Ratings of City Safety Services

As reported earlier, when asked to rate the quality of various services, respondents gave each of the safety services ratings above the overall service average. In addition, fire and emergency medical services received the highest ratings out of all the services. Finally, ratings for all three services are up for 2002. Figure 4.33 shows the average rating for each of the three services – fire, emergency medical, and police – since 1996 on a 10-point scale, where 1 means “very poor quality” and 10 means “very high quality.”

Figure 4.33
Quality of Safety Services 1996-2002

The quality of safety services continues to improve.



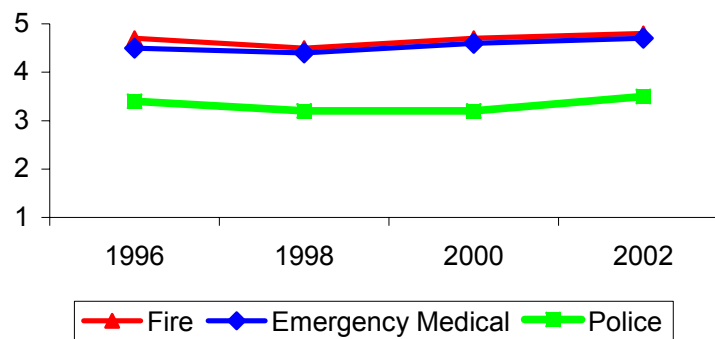
Another way to measure the quality of safety services is to examine whether respondents requested services in the event that they need them. In particular, the 2002 survey asked those respondents that indicated that they had been the victim of a crime in the last 12 months if they had reported the crime to the police. Of respondents who had been the victim of a crime, 86% reported the crime, about the same

percentage as previous years. This is a vote of confidence that the Police Department is able to take action to apprehend criminals.

The survey also asked respondents about the response time of safety services to requests for assistance. Figure 4.34 reports citizen ratings of satisfaction with the response time of the three safety services on a 5-point scale, with 1 being “not satisfied” and 5 being “very satisfied.” In general, respondents report higher levels of satisfaction with the response time of fire and emergency medical services as compared with police services.

Fire and Emergency Medical services receive high marks for their response timeliness.

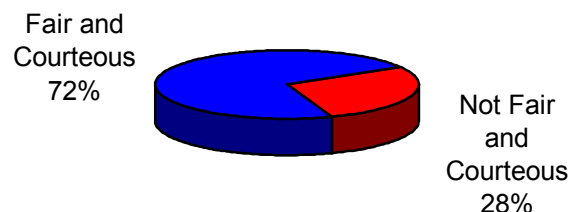
Figure 4.34
Timeliness of Safety Services Responses to
Citizen Requests for Assistance
1996-2002



The survey also asked respondents who had interactions with the police whether they were treated with fairness and courtesy in two situations: when the police stopped them, and when they requested assistance from the police. Figure 4.35 reports these results.

Over 70% of respondents who have been stopped by the police judge the police to be courteous...

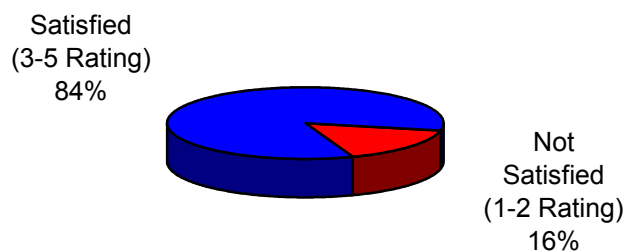
Figure 4.35
Fairness and Courteousness of Police
Employees when Stopped by the
Police



Around 16% of respondents had been stopped by the police or knew someone in their household who had (18% in 2000).⁹ Of these respondents, 72% indicate that the police treated them with fairness and courtesy, while 28% indicate that they were not treated with fairness and courtesy.¹⁰ Of the respondents who requested assistance from the police, 16% indicated that they were not satisfied with the fairness courtesy of the police (1 to 2 on a five-point scale), while 84% indicate that they were satisfied (3 to 5 on a five-point scale).¹¹ Figure 4.36 below reports these results graphically. Because of scaling differences, comparison between the two situations is not perfect, but possible. The results suggest that respondents feel the police are fairer and more courteous in situations where the respondent requests assistance as opposed to when the respondent has been stopped by the police. This difference may be attributable to the nature of the interaction, although other factors may be influential.

*...but
respondents
find the police
even more
courteous
when they
request
assistance.*

Figure 4.36
Satisfaction with the Fairness and
Courteousness of Police when Requesting
Assistance



Differences across Service Districts and Subgroups

Because the sample sizes on responses to these questions are so low, it is difficult to identify substantive differences across neighborhoods. However, there are meaningful and important differences that can be discerned across racial groups both in the frequency at which they are stopped by the police and whether they are treated with fairness and courtesy. Figure 4.37 on the next page reports the percentage of respondents who had been stopped by the police by racial group in both 2000 and 2002.¹² A higher percentage of African American respondents (20%) and respondents from all other racial groups (17%) report being stopped by the police in comparison to white respondents

⁹ Total of 1188 valid responses.

¹⁰ Total of 185 valid responses.

¹¹ Total of 223 valid responses.

¹² Total of 191 valid responses in 2002. While the 2000 survey allowed respondents to indicate a racial group other than African American or white, it only reported results for whites and African Americans.

(14%). Looking only at white and African American respondents, this patterns mirrors that of the 2000 results, although the percentage of those stopped by the police in both groups has declined.

African American respondents are more likely to be stopped by the Police than white respondents or respondents from other racial groups....

Figure 4.37
Percentage of Respondents Stopped by the Police by Race
(N = 191)

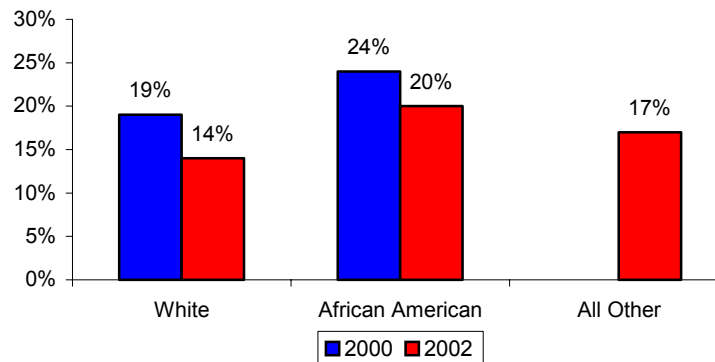
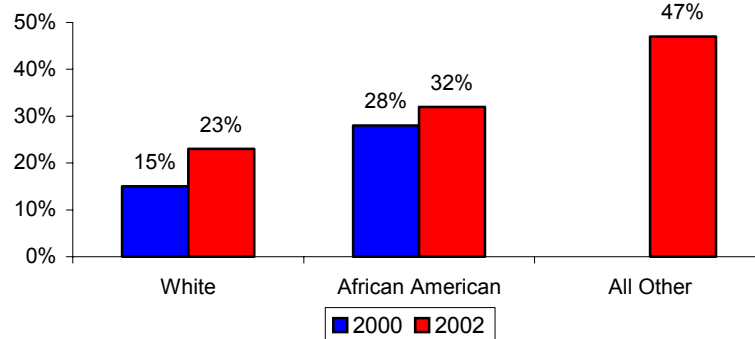


Figure 4.38 reports the percentage of respondents stopped by the Police who felt they were not treated with fairness and courtesy. The figure reports these results across racial groups for 2000 and 2002.¹³

Figure 4.38
Percentage of Respondents NOT Treated with Fairness and Courtesy
(N = 133)



...and are more likely to feel that they are not treated with fairness and courtesy.

While the percentage of respondents who have been stopped by the police has decreased, the percentage of respondents that report that they were not treated with fairness and respect has increased. While only 15% of white respondents indicate they were not treated with fairness and respect in 2000, 23% indicated as such in 2002.

¹³ Total of 133 valid responses in 2002.

Similarly, the percentage of African American respondents has grown from 28% to 32%. While not reported in 2000, a large percentage (47%) of respondents from all other racial groups in 2002 report not being treated with fairness and respect. It is important to note that this represents only a handful of respondents.

ii. Primary Safety Concerns

While respondents no longer indicate that crime is the primary challenge facing the City, it remains their primary safety concern. Table 4.5 reports respondent's primary safety concerns. Over 50% of respondents indicate that crime, drugs, gangs or guns is their chief safety concern. An additional 16% indicate that auto-related concerns are their key fear, followed by community conditions (9%), lack of police or slow response time (7%), and child safety (7%). Eight percent of respondents identify some other concern.

Over half of respondents identify crime related issues as their primary safety concern....

Table 4.5
Primary Safety Concern¹⁴

Crime, Drugs, Gangs and Guns ¹⁵	52%
Auto-Related ¹⁶	16%
Community Conditions ¹⁷	9%
Lack of Police/Slow Response Time	7%
Child Safety	7%
Other	8%

Differences across Service Districts and Subgroups

While more than half of respondents indicate that crime is their chief safety concern, this varies considerably across service districts. Figure 4.39 on the next page reports the percentage of respondents who indicate that crime is the chief safety concern across districts.

¹⁴ Total of 998 valid responses.

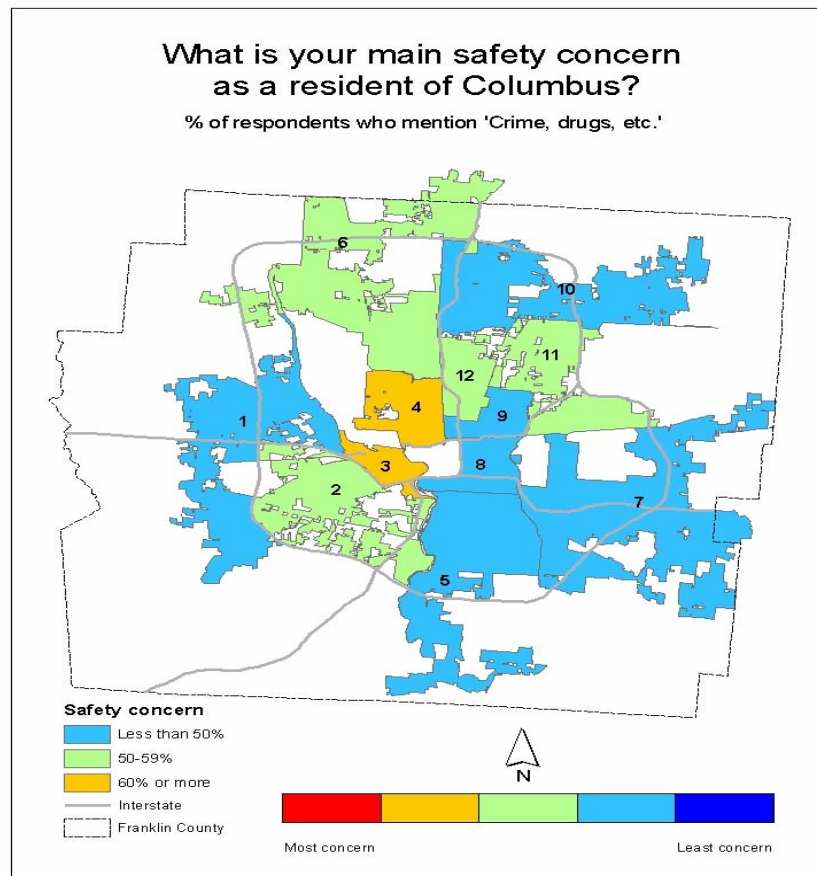
¹⁵ In addition to drugs, gangs and guns, category includes general crime, violent crime, and theft and property damage.

¹⁶ Category includes traffic, speeding, drunk drivers, and bad drivers.

¹⁷ Category includes bad neighborhoods, lack of sidewalks, lack of street lighting, homeless and panhandlers, and streets not safe at night.

Figure 4.39

....and concern about crime is consistently high across service districts.



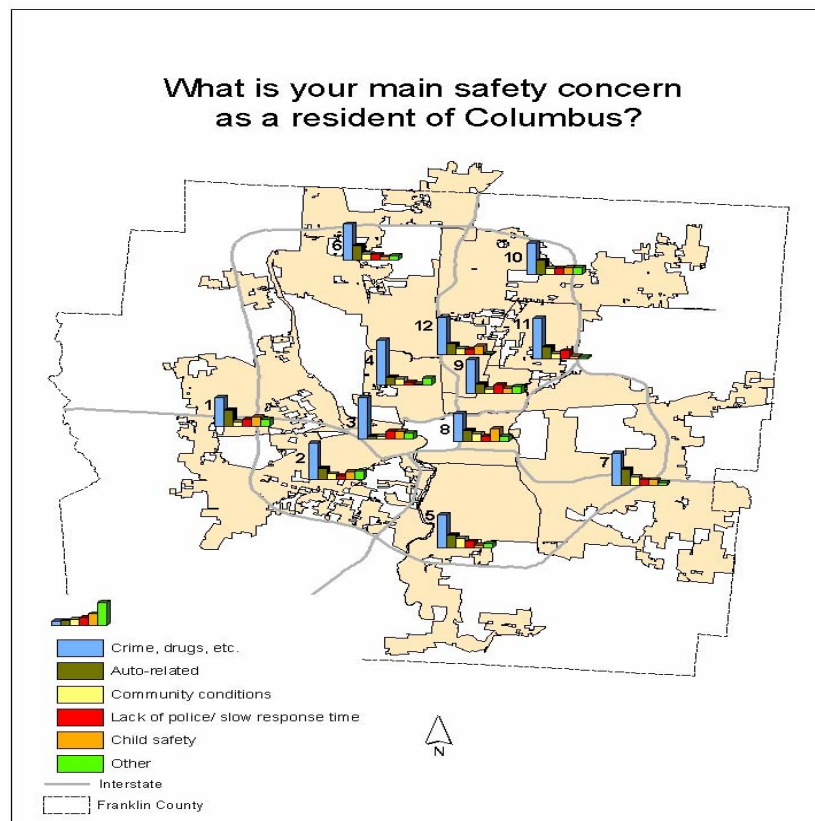
While concern about crime is consistently high across service districts, there is an interesting difference among the central districts. While less than 50% of respondents in the Near East (8) and North Central (9) districts indicate that crime is their primary safety concern, more than 60% indicate that it is just to the west in the Franklinton (3) and University/Village Area (4) districts. The Southwest (1), Brewery/German Village/Southside (5), Far East (7), and Northland (10) districts all report crime concerns around the citywide average, while the Southwest (2), Clintonville/Northwest (6), Northeast (11), and Linden (12) districts are all below 50%.

Table 4.6 on the next page reports the percentages for all safety concerns across service districts. Figure 4.40 presents these results graphically.

Table 4.6
Primary Safety Concerns across Neighborhoods

Neighborhood	Crime et al.	Auto-Related	Comm. Conditions	Lack of Police	Child Safety	Other
(1) Westland	41%	22%	6%	9%	13%	9%
(2) Greater Hilltop Southwest	51%	15%	7%	5%	10%	11%
(3) Franklinton	60%	4%	4%	11%	11%	9%
(4) University/Village Area	65%	11%	9%	4%	1%	10%
(5) Brewery/German Village/Southside	47%	19%	14%	9%	4%	7%
(6) Clintonville/Northwest	52%	21%	9%	8%	4%	6%
(7) Far East	46%	23%	12%	8%	8%	3%
(8) Near East	40%	16%	11%	7%	18%	7%
(9) North Central	49%	14%	6%	12%	8%	10%
(10) Far Northeast	45%	20%	8%	8%	9%	9%
(11) Northeast	58%	17%	8%	11%	4%	2%
(12) Linden	53%	16%	9%	8%	13%	2%
Columbus Average	52%	16%	9%	7%	7%	8%

Figure 4.40



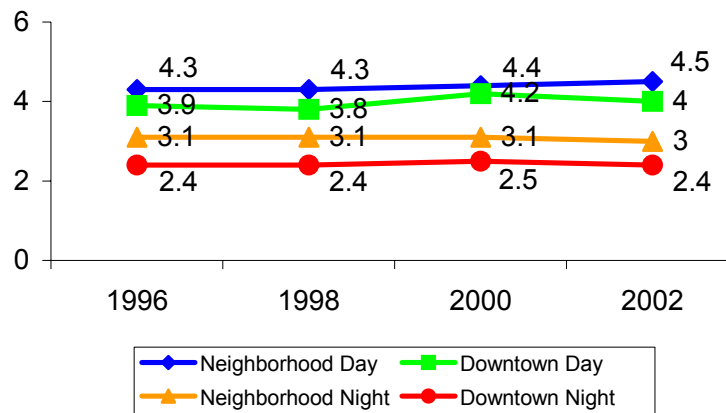
While the majority of respondents in every neighborhood indicate that crime is their primary concern, the importance of other issues varies considerably across neighborhoods. Note that auto-related concerns rank high in the Westland (1), Clintonville/North West (6), Far East (7) and Far North East (10) districts, while child-safety concerns rank high in the Near East (8) and Westland (1) districts.

iii. Neighborhood versus Downtown Safety

The survey also asked respondents about how safe they feel in their neighborhood and downtown, both at night and during the day. Respondents were asked to rate the degree of safety at each location and at each time of day on a 5-point scale, with 1 meaning “very unsafe” and 5 meaning “very safe.” Figure 4.41 reports the average rating in each location and at each time of day from 1996 to 2002.¹⁸

*Respondents
feel the safest
during the
day....*

Figure 4.41
Perceived Personal Safety by Location and Time 1996-2002



*....although
they feel
marginally
safer in their
neighborhood
than
downtown.*

The ratings have remained relatively constant overtime. Respondents feel the safest during the day, although they feel marginally safer in their neighborhood than downtown. Respondents feel less safe at night, particularly so downtown.

Differences across Service Districts

Figures 4.42 through 4.45 on the next page report these ratings by neighborhood. The figures on top of the page report safety ratings for downtown by neighborhood, while the figures on the bottom of the page report safety ratings for neighborhoods by neighborhood.

¹⁸ Data for 1994 are not available.

Figure 4.42

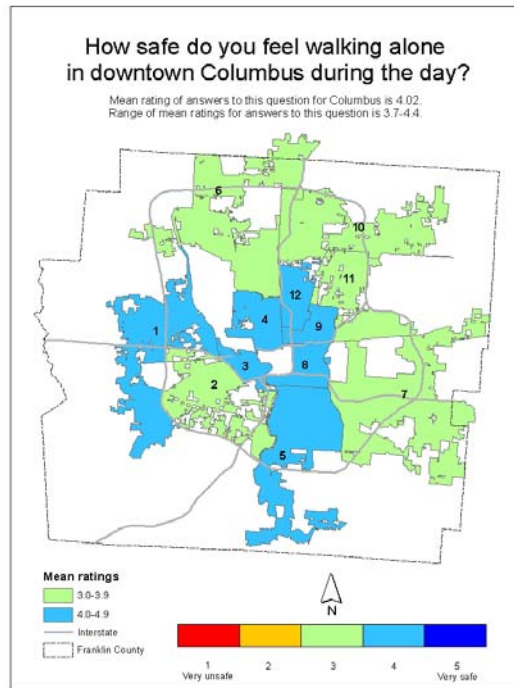


Figure 4.43

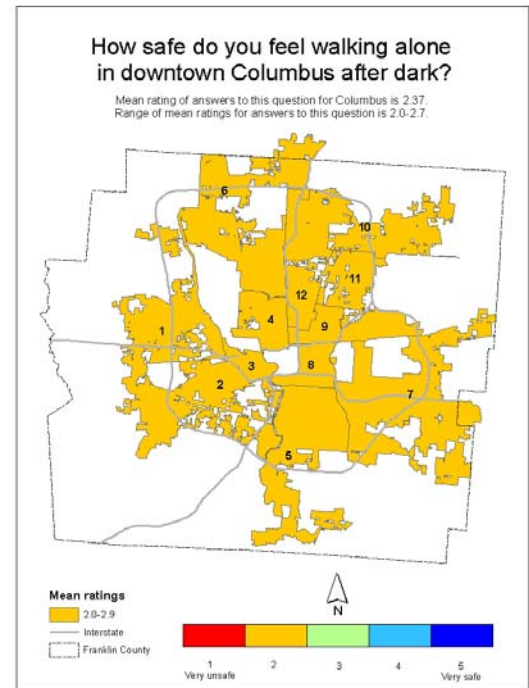


Figure 4.44

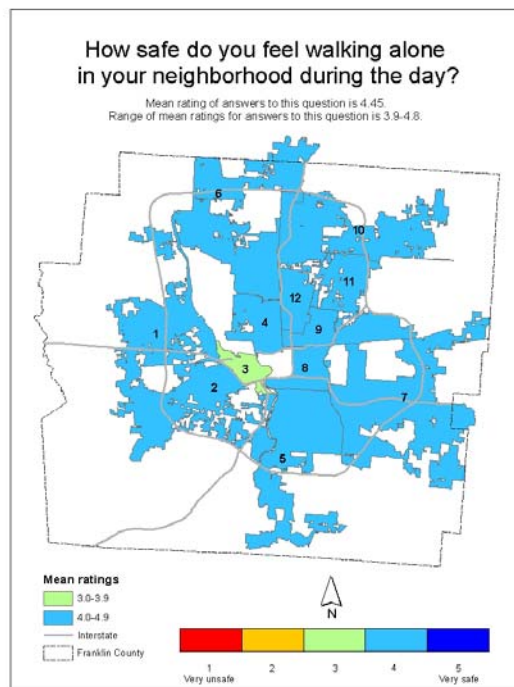
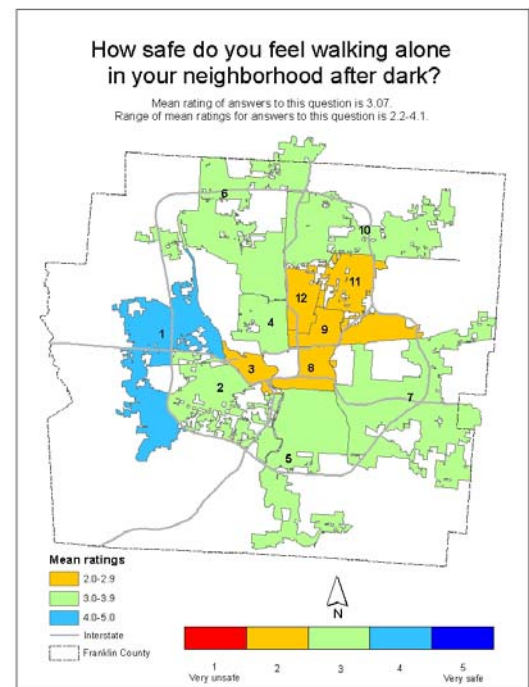


Figure 4.45



While respondents from all districts feel safe in their neighborhoods during the day....

....respondents from central neighborhoods feel less safe at night.

There are many important differences across neighborhoods to highlight. To begin it is interesting to note that respondents that live in the central districts (3, 4, 8, 9 & 12) report high safety ratings for downtown Columbus during the day, while respondents from many of the outer districts feel less safe downtown. This difference essentially disappears when the question is asked about walking around downtown after dark.

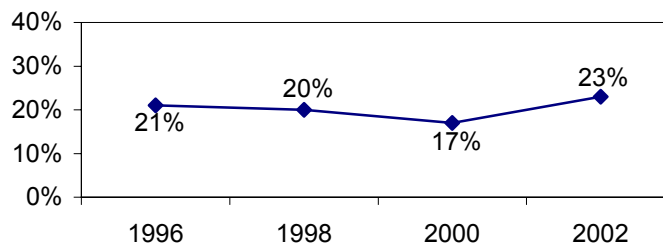
Respondents from all neighborhoods report high ratings of safety for walking around their neighborhoods during the day (4.0-4.9) except one, the Franklinton (3) district with an average rating between 3.0-3.9. This situation changes after dark. Respondents in the Franklinton (3), Near East (8), North Central (9), North East (11), and Linden (12) districts all report low ratings of safety (2.0-2.9) for walking around their neighborhoods at night, while the other districts report markedly higher ratings. This is particularly true in the Westland (1) district with an average rating between 4.0-4.9.

iv. Crime Victimization

Figure 4.46 reports the percentage of respondents that reported that some member of their household had been a victim of a crime in the last month. The figure reports victimization from 1996 to 2002.¹⁹ Crime victimization has remained relatively stable over this period, although there is a notable jump from the last survey in 2000 (17%) to 2002 (23%).

While crime victimization rates have remained relatively stable over time...

Figure 4.46
Percentage of Respondents that Report Crime Victimization in Their Household 1996-2002



It is surprising that crime victimization has increased over this two-year period but that the percentage of respondents that report crime as the primary challenge facing Columbus has dropped from 22% in 2000 to 17% in 2002. It may be that there is a lag between crime victimization and general resident concern about crime. It will be interesting to see whether this up tick in crime victimization is

¹⁹ Data from 1994 are not available.

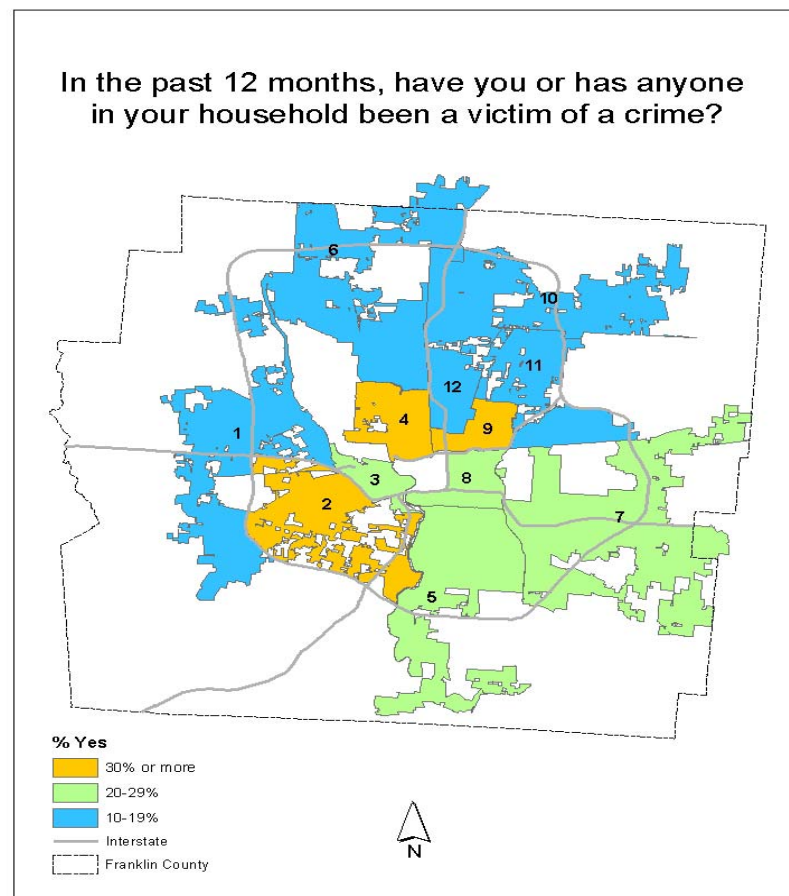
followed by an increase in 2004 in the percentage of respondents that indicate crime is the primary challenge facing the City.

Differences across Service Districts and Subgroups

There are appreciable differences across service districts in crime victimization. Figure 4.47 indicates the percentage of respondents that report crime victimization by service district. Crime victimization rates are the lowest (less than 20% of respondents) in the eastern and northern districts (1, 6, 10, 11 & 12) and highest (30% or more) in Greater Hilltop Southwest (2), University/Village Area (4), and North Central (9) districts.

Figure 4.47

...there is considerable variation in victimization across service districts.



The Franklinton (3), Brewery/German Village/Southside (5), Far East (7) and Near East (8) districts report victimization rates right around the average for the City as a whole (20-29%).

Younger respondents are more likely to be the victim of a crime than older respondents...

While there are no perceptible differences in crime victimization between respondents by education or income, there are noticeable and interesting differences based on age and race. As Table 4.7 reports, younger respondents are more likely to have been the victim of a crime (or have someone in their household who has been the victim of a crime) than older residents.

Table 4.7
Crime Victimization by Age

	Age Bracket			
	18-29	30-44	45-59	60+
Victim of Crime	33%	28%	19%	6%
Total Responses	327	345	261	238

...and white respondents are more likely to be the victim of a crime than African respondents or respondents from other racial groups.

There are also interesting differences across racial groups. As exhibited in Table 4.8, 25% of white respondents report being the victim of a crime, as compared to 20% of African American respondents and only 17% of respondents from other racial groups.

Table 4.8
Crime Victimization by Race

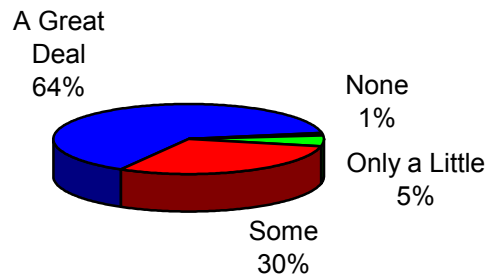
	Race		
	White	African American	All Other
Victim of Crime	25%	20%	17%
Total Responses	759	343	86

v. Citizen Responsibility To Work with the Police to Prevent Crime

The survey also asked respondents how much responsibility they think individual citizens have to work with the police to prevent crime. This is an important element in any community-based policing strategy. If citizens feel little responsibility to collaborate with the police, community-based crime prevention activities are likely to fail. As Figure 4.48 reports, the majority of respondents feel that citizens should collaborate with the police to prevent crime (64% indicate “a great deal” and 30% indicate “some.” This suggests that Columbus residents feel individually responsible in helping to prevent crime.

Figure 4.48
How Much Should Citizens Work with the Police To Prevent Crime

The majority of respondents think they have responsibility to work with the police to prevent crime.



Differences across Subgroups

While there are no notable differences across service districts and most subgroups, there is a difference at the high end between racial groups. While 61% of white respondents and 57% of respondents from other racial groups think individual citizens have to work with the police “a great deal” to prevent crime, almost 73% of African American respondents select this response.

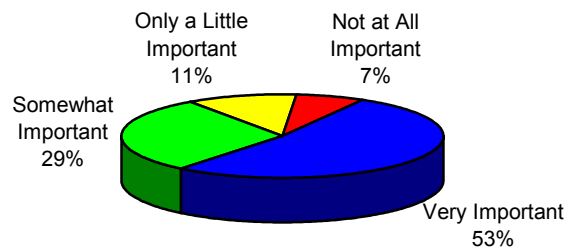
C. Downtown Development

...develop a vibrant and thriving downtown that is recognized as an asset for the region...

The survey asked several questions about whether residents see downtown as an asset for the region. Figure 4.49 reports how important respondents think downtown development is for Columbus' future.

The majority of respondents think that downtown is important for Columbus' future...

Figure 4.49
Importance of Downtown Development for Future of Columbus



The overwhelming majority of respondents think that downtown development is either "very important" (53%) or "somewhat important" (29%) for the future of Columbus. Only 7% of respondents think it is "not at all important." This signals strong recognition of the importance of taking steps to make downtown vibrant and thriving.

...and most respondents think downtown needs more commerce, entertainment and housing to be vibrant...

Table 4.9 reports respondents' views on what they think are the most important problem to deal with in developing downtown.

Table 4.9
Most Important Problem in Developing Downtown²⁰

Bringing Commerce and Entertainment to Downtown ²¹	29%
Lack of Housing & Residential Population	13%
Traffic, Transportation and Streets	13%
Deterioration of Downtown Buildings	11%
Lack of Parking	10%
Over Development and a Lack of Space	6%
Safety	5%
Cost	4%
Other	9%

²⁰ Multiple responses allowed. Table based on 1062 valid responses.

²¹ Category includes bringing more life, business, stores, nightlife & entertainment.

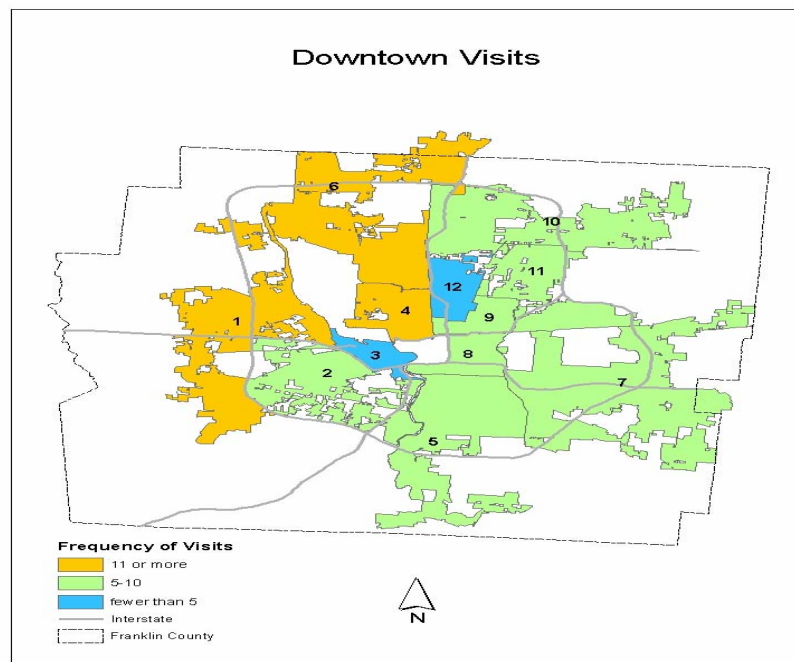
...and only 4% of respondents think safety is a problem for downtown development.

Almost one-third of respondents think that downtown needs more commerce and entertainment (29%). Alternatively, 13% of respondents think that the problem is not commerce, but housing. About a quarter of respondents point to infrastructure issues: 13% cite traffic, transportation and streets, while 11% report the deterioration of downtown buildings. Another 10% cite over development and a lack of space, while 6% report parking. Finally, 5% report cost fears, 4% safety, and 9% some other problem.

Differences across Service Districts

Because the majority of respondents believe that downtown development is important, there is little variation across neighborhoods and subgroups. There is, however, interesting geographic variation in another downtown question. Figure 4.50 reports the average number of times respondents visited downtown in the last year for entertainment by district.

Figure 4.50



Respondents from the east and northeast make the most visits to downtown for entertainment.

Interestingly, two of the neighborhood service districts with the highest frequency of visits (11 or more) are far away from downtown - Westland (1) and Clintonville/Northwest (6). In addition, respondents in the University/Village Area (4) also report a high frequency of visits. It is also surprising to note respondents in two districts located near downtown -- Franklinton (3) and Linden (12) report low frequency visits (less than 5). Respondents from the remaining seven districts averaged between 5 and 10 visits.

D. Education

...encourage and promote participation in learning opportunities...

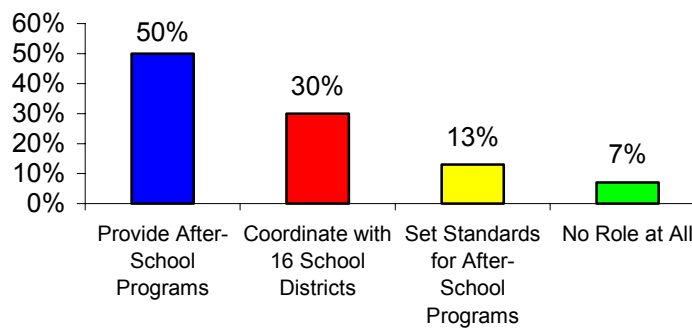
The primary means by which the City can encourage and promote participation in learning opportunities is through the recently organized Office of Education. The primary goal of the Office is to support children in their education and in their transitions to higher education, work, family, and adult community.

i. Priorities for the Office of Education

While the focus of the Office is to facilitate the education of children, the primary programmatic means by which to accomplish this goal remains unsettled. The 2002 survey asked respondents to prioritize among three activities the Office could undertake to help children receive a good education. Alternatively respondents could indicate that the city should have no role in education at all. Figure 4.61 reports the results.²²

Most respondents think the City should provide after-school programs for kids...

Figure 4.51
Activities the City Should Undertake to Help Children Receive a Good Education



...and less than a tenth of respondents think the City should have no roll at all in education.

Half of respondents indicate that the City should directly provide after school programs. This suggests strong support for the Office directly delivering after-school educational programming to children. Another 30% indicate that the primary focus should be on coordinating with the 16 school districts within in Columbus. While not as high as for providing after-school programming, this response suggests that a significant portion of the population feels that the patch-work quilt of school systems in the Columbus boundaries needs better organization and governance. This is corroborated by other open-ended questions throughout the survey where residents indicate that school governance

²² Total of 1142 valid responses.

is a problem, despite the fact that the City does not oversee the various school districts. Less than a sixth of respondents indicate that the priority should be setting standards for after-school programs, and only 7% think the City should have no role at all.

Differences across Subgroups

Younger respondents are more supportive of the City coordinating activities with the Columbus Public Schools.

There are no appreciable differences across service districts and most subgroups except for one – age. In particular, 38% of respondents between 18-29 years of age think the City should coordinate with the 16 public schools as compared with only 22% of those respondents 60 years and older and the citywide average of 30%.

One way to interpret this is that younger residents are more concerned about the governance of the Columbus public schools than older residents because younger residents are likely to have children in the public schools. However, other cross tabulations do not provide support for this explanation. There are no meaningful differences between those respondents with children and those without.

ii. Public Awareness of Cap City Kids Program

Less than a third of respondents are aware of the program Cap City Kids...

This year the Office of Education launched one of its first programmatic efforts – Cap City Kids. The program is designed to serve as a new model for after school programs. The model incorporates trained staff, state of the art technology, high expectations and high performance standards to gauge student's academic achievement. In addition, the program provides kids a safe place to learn and play after school. When asked whether they had heard of the program, 28% of respondents indicated that they had, while 72% had not. This is not surprising given the newness of the program.

Differences across Districts and Subgroups

...although those with children in the public schools are more aware of the program than those who do not have children in the public schools.

As expected, a higher percentage of respondents with at least one child in the public schools (34%) are aware of the program in comparison to respondents with no children in the public schools (20%). While there are no other appreciable differences between subgroups, there are differences across neighborhood service districts. Table 4.10 on the next page reports the percentage of respondents aware of the program across districts. Percentages in blue indicate districts above the City average and percentages in red indicate those below. Figure 4.62 on the next page reports the percentage of respondents aware of the program in graphical form across three categories: 20% or less aware; 21%-30% aware; and 30% or more aware.

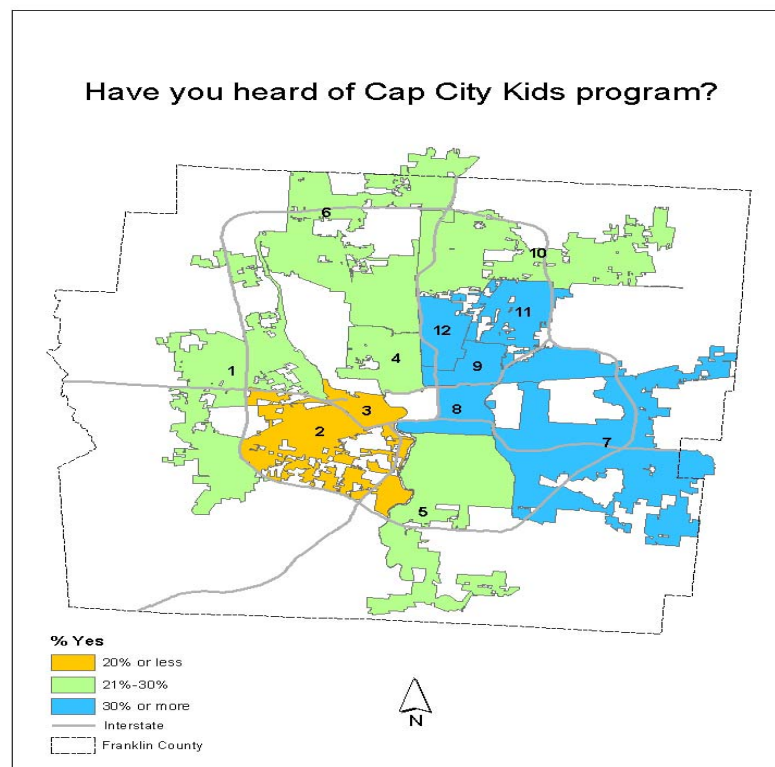
Table 4.10
Awareness of Cap City Kids Program by Neighborhood²³

Neighborhood	Aware
(1) Westland	24%
(2) Greater Hilltop Southwest	20%
(3) Franklinton	18%
(4) University/Village Area	24%
(5) Brewery/German Village/Southside	24%
(6) Clintonville/Northwest	29%
(7) Far East	32%
(8) Near East	35%
(9) North Central	38%
(10) Far Northeast	26%
(11) Northeast	35%
(12) Linden	38%
Columbus Average	28%

Respondents in the central and eastern parts of the City are more aware of the program than respondents in the southeast.

As Figure 4.62 shows, the southeast districts (2 & 3) report the lowest awareness (less than 20%), while the central and eastern districts (7, 8, 9, 11 & 12) report the highest awareness (30% or more).

Figure 4.52



²³ Total of 1173 valid responses.

E. Customer Service

...provide quality and efficient service delivery to customers using “best practices”...

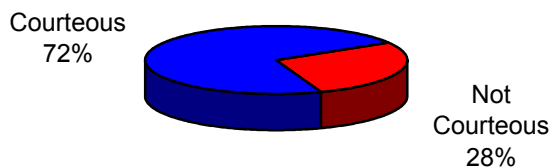
Respondents in national surveys typically report poor customer service for the public services they receive. The City of Columbus seeks to buck this trend by providing its residents with high quality and efficient customer service. The 2002 survey includes several questions that touch on the quality and efficiency of customer service. In particular, the survey asks respondents to evaluate the courteousness and timeliness of city employees from several different departments, including Fire, Police, and Public Services. Overall, the results suggest that city employees are courteous and timely in their interactions with citizens, although there are important variations across service districts and subgroups in how long it takes for citizens to speak to a city employee directly.

i. Courteousness of City Employees in Dealing with Citizens

The 2002 survey asked respondents to assess whether city employees treated them courteously for two services – police and trash collection. In the case of police services, citizens were asked to make this assessment for two types of interactions with the police: when the police stopped them, and when they requested assistance from the police. In the case of trash collection, respondents were asked to assess the courteousness of city employees when they reported a problem.

Over 70% of respondents who have been stopped by the police judge the police to be courteous...

Figure 4.53
Courteousness of Police Employees
when Stopped by the Police



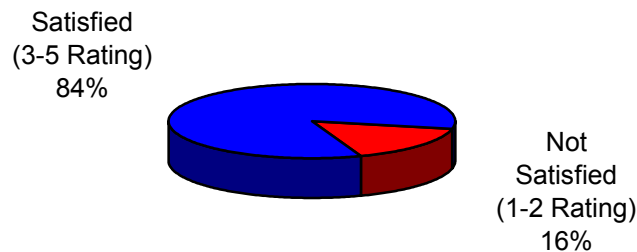
Of the respondents that had either been *stopped by the police* or knew someone in their household who had, 72% indicate that the police treated them with courtesy, while 28% indicate that they were not treated with courtesy.²⁴ Figure 4.63 reports these results graphically.

²⁴ Total of 185 valid responses.

Of the respondents who *requested assistance from the police*, 16% indicate that they were not satisfied with the courtesy of the police (1 to 2 on a five point scale), while 84% indicated that they were satisfied (3 to 5 on a five point scale).²⁵ Figure 4.64 below reports these results graphically. Because of scaling differences, comparison between the two situations is not perfect, but possible. The results suggest that respondents feel the police are more courteous in situations where the respondent requests assistance as opposed to when the respondent has been stopped by the police. This difference may be attributable to the nature of the interaction, although other factors may be influential.

...but respondents find the police even more courteous when they request assistance...

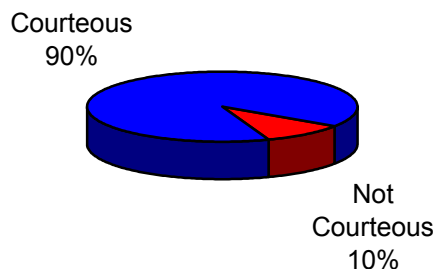
Figure 4.54
Satisfaction with Courteousness of Police when Requesting Assistance



Of respondents that called the city about a problem with trash collection, 90% indicate that they were treated with courtesy, while only 10% indicate that they were not.²⁶ Figure 4.65 reports these results graphically. This is appreciably higher than the 72% of respondents that indicate they were treated with courtesy when stopped by the police. Again, this difference may be due to the nature of the interaction between the respondent and the city employee.

...and public service employees responsible for trash collection problems receive the highest courteousness evaluations.

Figure 4.65
Courteousness of City Employees when Reporting Trash Collection Problem



²⁵ Total of 223 valid responses.

²⁶ Total of 206 valid responses.

ii. Timeliness of City Employees in Responding to Problems

While response timeliness to citizen inquiries is up for all services examined...

To gauge the responsiveness of city employees, the survey asked citizens about whether problems they reported to various departments were dealt with in a timely fashion. Since 1996, the City has been measuring citizen satisfaction with response timeliness in three service areas – fire, emergency medical, and police. The 2002 survey added a fourth service – trash collection. Citizens were asked to rate their satisfaction with the City’s response time on a scale from 1 to 5, with 1 being “not satisfied” and 5 being “very satisfied”. Table 4.11 compares satisfaction ratings from 1996 to 2002 for the timeliness of city employee responses for these four services.

Table 4.11
Timeliness of City Services to Citizen Requests for Assistance
1996-2002²⁷

	1996	1998	2000	2002	
Fire Services ²⁸	4.7	4.5	4.7	4.8	▲
Emergency Medical Services ²⁹	4.5	4.4	4.6	4.7	▲
Police Services ³⁰	3.4	3.2	3.2	3.5	▲
Trash Collection ³¹	--	--	--	4.4	◆

...Police services continue to lag behind.

Satisfaction with fire service response times has remained consistently high, with means above 4.5 for each of the four time periods. Citizens are equally satisfied with the timeliness of emergency medical services. Citizens are less satisfied with the response time of police services. In each of the four time periods, there is at least a one-point difference between police services and the other two safety services. The good news is that satisfaction with response timeliness is up for all three services, with police services making the biggest jump from 3.2 to 3.5. In addition, the average satisfaction rating for the City’s response timeliness to trash collection problems is a 4.4, a score comparable with the ratings of fire and emergency medical services.³²

The 2002 survey also asked respondents how long it takes before they speak to a city employee directly when they contacted the City about a problem. Almost 70% of respondents indicate that they have contacted the City about a problem. Of these respondents, 72% indicate that they

²⁷ Sample size not available for 1996 for fire, emergency medical, or police services.

²⁸ N=34 in 1998 and 2000; N=58 in 2002.

²⁹ N=113 in 1998 and 2000; N=205 in 2002.

³⁰ N=129 in 1998 and 2000; N=217 in 2002.

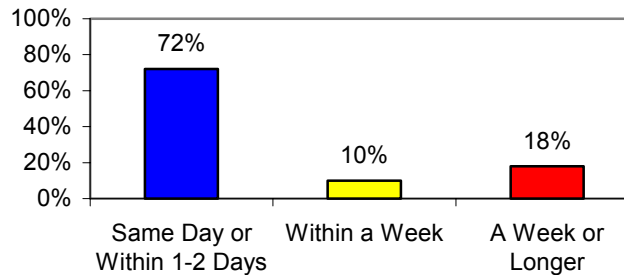
³¹ N=1171 in 2002.

³² Sample sizes are too low for service districts and subgroups comparisons.

Most respondents speak to a city employee directly within two days...

were able to speak with someone directly on the same day or within one to two days, and an additional 10% report direct contact within a week. Only 18% waited a week or longer. Figure 4.66 reports these results graphically. Given the breadth of service problems citizens contact the City about, it is impressive that almost three-quarters of respondents achieve direct contact within two days.

Figure 4.56
Length of Time It Takes to Speak to a City Employee Directly



Differences across Service Districts and Subgroups

...but there are important differences across service districts.

The picture is less positive when the results are examined by neighborhood, education and race. Figure 4.67 and Table 4.12 display the differences across districts in terms of how long it takes before respondents were able to speak with someone directly.

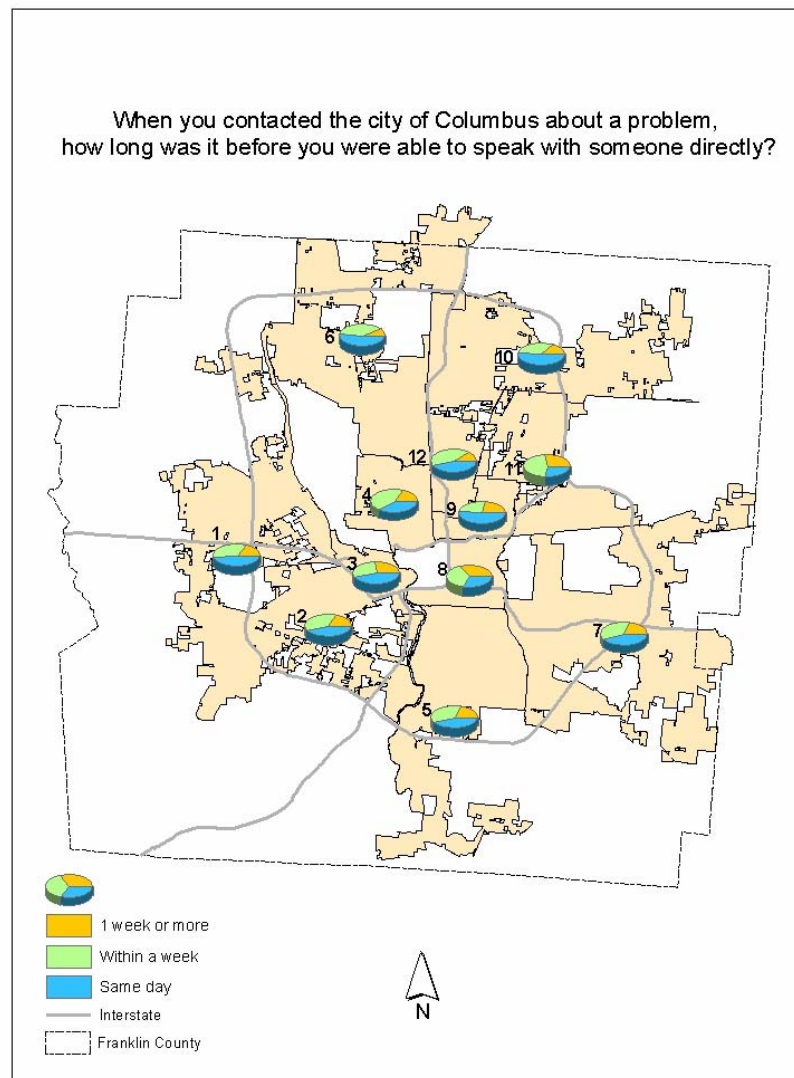
Table 4.12
Length of Time It Takes to Speak to a City Employee Directly by Service District

Neighborhood	Same Day or 1-2 Days	Within a Week	A Week or Longer
(1) Westland	73%	10%	16%
(2) Greater Hilltop Southwest	76%	6%	18%
(3) Franklinton	60%	13%	27%
(4) University/Village Area	75%	7%	18%
(5) Brewery/German Village/Southside	64%	16%	19%
(6) Clintonville/Northwest	80%	12%	8%
(7) Far East	72%	8%	20%
(8) Near East	49%	17%	34%
(9) North Central	69%	8%	22%
(10) Far Northeast	83%	3%	14%
(11) Northeast	63%	9%	28%
(12) Linden	75%	14%	12%
Columbus Average	72%	10%	18%

As Table 4.12 and Figure 4.67 report, respondents in several districts report response periods higher than the citywide average, and several neighborhood districts are appreciably below the citywide average. In particular, only 48% of respondents in the Near East (8) district report speaking to someone directly on the same day or within one to two days, while 34% of respondents indicate that it was a week or more before they spoke to someone directly. In comparison, 83% of respondents in the Northland (10) district and 80% in the Clintonville/Northwest (6) district spoke directly with a city official on the same day or within a day or two, and only 8% and 14%, respectively, waited a week or longer. These are notable differences.

The gap across service districts in reaching direct contact with a city employee is wide.

Figure 4.57



There are also important differences between subgroups, although they are not as dramatic as the case with service districts. To begin, Table 4.13 reports the differences in waiting periods across respondents with different levels of education.

Table 4.13
Waiting Period to Speak to a City Employee Directly about a Problem by Education Level

Waiting Period	Education Level			
	Some High School	High School Grad	Some College	College Grad
Within 1-2 Days	61%	71%	72%	76%
Within a Week	13%	8%	9%	10%
A Week or More	26%	21%	19%	14%
Total Responses	85	215	237	269

Less education correlates with longer wait periods....

These results suggest that those with less education wait longer to speak to a city representative directly. Almost twice as many respondents with only some high school education or less wait a week or more compared with college graduates. These results are difficult to interpret since it is unknown how respondents attempted to contact the City (i.e. phone, email, in person). However, the results suggest that those with less education have a more difficult time navigating the City bureaucracy.

...and African Americans wait longer on average than respondents from other racial groups.

Similar differences exist between racial groups. Table 4.14 reports the differences in waiting periods between African Americans, whites and all other racial groups.

Table 4.14
Waiting Period to Speak to a City Employee Directly about a Problem by Race

Waiting Period	Race		
	African American	White	All Other
Within 1-2 Days	67%	74%	74%
Within a Week	9%	10%	12%
A Week or More	24%	16%	14%
Total Responses	248	502	58

More African American respondents wait longer to speak to a city employee than white respondents and respondents from other racial groups. Almost a quarter of African-American respondents indicate they wait a week or more, while only 16% of white respondents and 14% of respondents from other racial groups wait this long.

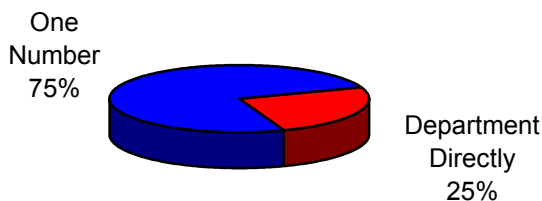
iii. Improving Customer Service with a 311 Phone System

In an effort to improve the efficiency of responses to citizen inquiries, the City is implementing a 311 phone system. Rather than try to figure out on their own which department to call with a problem or question, citizens will now be able to call one number where an operator will direct their call to the appropriate department or city employee. Management experts argue that a 311 system will make it much easier for residents to navigate the City's bureaucracy.

The 2002 survey asks residents whether they would prefer to contact departments directly with a problem or question or to call one centralized number. Figure 4.68 reports the results to this question.

Figure 4.58
Preference for Calling One Number or
Contacting Departments Directly with
a Question or Problem

Three-fourths of respondents indicate that they would prefer the City's proposed 311 phone system.



Three-fourths of respondents indicate that they would prefer to call one number, suggesting strong support for the City's planned implementation of this customer service "best practice."

Differences across Service Districts and Subgroups

Support for this reform is not equally strong across neighborhood service districts or educational, income and racial subgroups. Table 4.15 and Figure 4.69 on the next page report the percentage of respondents in favor of a 311 system versus contacting departments directly across districts. Percentages in blue indicate districts that are above the City average in terms of favoring a 311 system and percentages in red indicate those that are below.

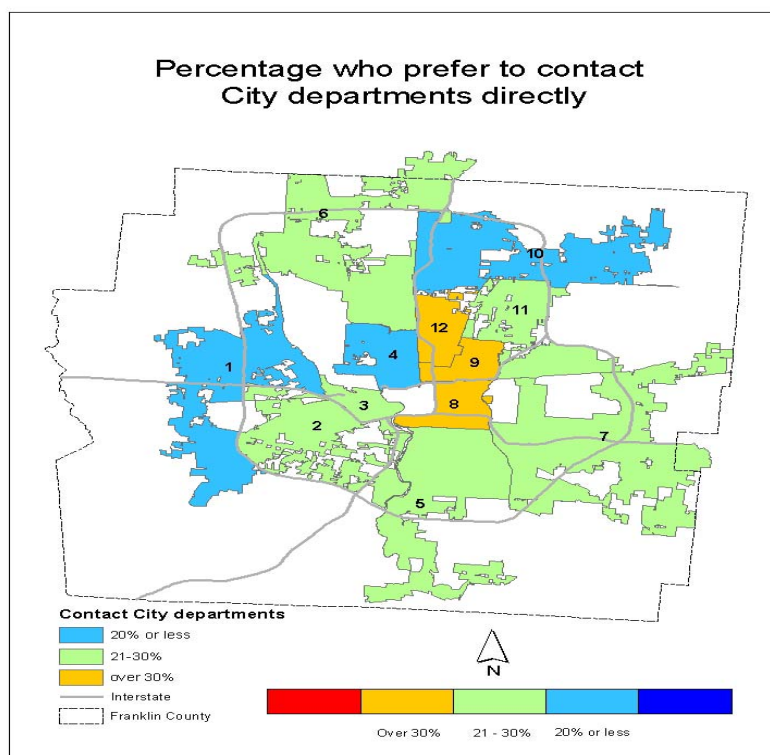
Table 4.15
Preference for Calling One Number or Contacting Departments
Directly across Neighborhood Service Districts

Neighborhood	One Number	Departments
(1) Westland	83%	17%
(2) Greater Hilltop Southwest	72%	28%
(3) Franklinton	77%	23%
(4) University/Village Area	80%	20%
(5) Brewery/German Village/Southside	71%	29%
(6) Clintonville/Northwest	78%	22%
(7) Far East	79%	21%
(8) Near East	64%	36%
(9) North Central	65%	35%
(10) Far Northeast	80%	20%
(11) Northeast	71%	29%
(12) Linden	65%	35%
Columbus Average	75%	25%

Support is strongest for contacting departments directly in the east-central corridor.

Support is strongest for contacting departments directly in the Near East (8), North Central (9), and Linden (12) districts. Support is strongest for calling one number in the Westland (1), University/Village Area (4), and Far Northeast (10) districts.

Figure 4.59



There are also differences between subgroups based on education, income, and race. Table 4.16 reports contact preference by education, while Table 4.17 reports contact preference by income level.

Table 4.16
Preference for Calling One Number or Contacting Departments
Directly by Education Level

Contact Preference	Education Level			
	Some High School	High School Grad	Some College	College Grad
One Number	70%	67%	83%	76%
Departments	30%	33%	17%	24%
Total Responses	116	302	358	390

Respondents with more education and income are more supportive of the proposed 311 system.

Generally speaking, respondents with more education and high income levels are more supportive of the proposed 311 system than those with less education and low income levels. In particular, less than 70% of respondents with a high school degree or less would prefer to contact one number, while more than 70% of those with some college or a college degree prefer to contact one number. Similarly, only 68% of respondents that earn less than \$20,000 a year would prefer to contact one number, while over 80% of respondents that earn \$75,000 or more would prefer this option.

Table 4.17
Preference for Calling One Number or Contacting Departments
Directly by Income Level

Contact Preference	Income Level				
	Less Than \$20,000	\$20,000 to \$30,000	\$30,000 to \$50,000	\$50,000 to \$75,000	More Than \$75,000
One Number	68%	80%	76%	85%	82%
Departments	32%	20%	24%	15%	18%
Total Responses	312	172	264	171	125

Whites are more supportive of the 311 system than other racial groups.

There are also differences across racial groups. As Table 4.18 reports on the next page, while 80% of white respondents would prefer to contact one number, only 69% of African American respondents and 58% of respondents from all other racial groups would prefer this option.

Table 4.18
Preference for Calling One Number or Contacting Departments
Directly by Race

Contact Preference	Race		
	White	African American	All Other
One Number	80%	69%	58%
Departments	20%	31%	42%
Total Responses	745	342	83

These subgroup differences may explain the differences across service districts. The Near East (8), North Central (9) and Linden (12) districts all have relatively high concentrations of respondents with low income and education levels. In addition, these service districts have larger concentrations of African American residents than other service districts.

F. Peak Performance

...invest in all city employees and develop systems that support a high performing city government...

Signs point to continued performance advancement...

The City of Columbus is committed to improving its overall performance. As discussed throughout the report, many of the results provide insight into whether the City is performing at a high level. In particular, the best indicator of performance progress is arguably citizen assessments of the quality of various public services. It is difficult to make an objective assessment of whether the city is operating at **peak** performance in the absence of a numerical performance target (i.e. 8.5 rating on the 10 point scale). However, the results suggest that the quality of public services continues to improve with the average rating for all services up each year the survey has been implemented. This is a strong sign that investments in employees and management systems have to lead to service improvements.

i. How the City Is Wasting Money

Another way to gauge peak performance is to ask residents to identify ways that the City is wasteful. This question invites criticism, but insightful criticism is often the foundation for improvement. Table 4.19 reports respondent opinions about how the City is wasting money.

...but continued room for improvement.

Table 4.19
How Is the City Wasting Money?³³

Construction and Development ³⁴	38%
Too Many or Inefficient Public Employees ³⁵	21%
Mismanagement of Schools, Transportation, or Electric System	8%
Wasting Money in General	7%
Ads and Special Events	4%
Resource Transfers ³⁶	3%
Not Wasting Money	3%
Other	16%

³³ Multiple responses allowed. Table based on 590 valid responses.

³⁴ Category includes construction and development of roads, parks, stadiums, shopping centers, campus area, downtown, other buildings, handicap accessible amenities, and general development.

³⁵ Category includes city personnel, school officials, and police officers.

³⁶ Category includes resources transferred to suburbs, other communities, and businesses.

There are several ways to track performance over time...

This can be a difficult question to interpret because it is open-ended, but can also provide insight into performance, particularly if tracked over time. One way to use this question is simply to track the percentage of respondents to the question. Of the 1188 respondents in the survey, less than half (571) identified a way the City is wasteful.

...like tracking the percentage of respondents that indicate that the City is not wasteful.

Another alternative is to track the percentage of respondents that identify a personnel or management failure. For example, 21% indicated inefficient or too many public employees. If this percentage grows in future years, it is a strong suggestion that public employees are not performing adequately in the minds of taxpayers.

Alternatively, if this number decreases, it may reflect a general sense that investments in public employees and personnel management systems have lead to employee performance improvement.

Finally, policymakers can simply track the percentage of respondents that indicate that the City is not wasting money. In 2002, 3% of respondents indicate that the City is not wasteful. If this percentage increases overtime, this is a strong sign of satisfaction with the operation and management of the City.

ii. How the City Can Do a Better Job

Not only are citizens good sources of criticism, they often have good ideas about how to prioritize performance improvement efforts. Table 4.20 reports respondent opinions on how the City can do a better job.

Citizens have a variety of suggestions for where to focus performance improvements.

Table 4.20
How the City Can Do a Better Job³⁷

Better Involve Community in Decision-Making ³⁸	17%
Improve Community Conditions ³⁹	17%
Improve Overall Government Performance & Efficiency ⁴⁰	15%
Improve Transportation Management & Infrastructure ⁴¹	12%
Improve Management & Operation of Safety Services ⁴²	11%
Improve Management of Schools	5%
Already Doing a Good Job	5%
Other	18%

³⁷ Multiple responses allowed. Table based on 928 valid responses.

³⁸ Category includes increase community involvement and keep public informed.

³⁹ Category includes improve neighborhoods, downtown & poor areas.

⁴⁰ Category includes project and budget efficiency & public employee performance.

⁴¹ Category includes improve streets, safety, traffic, transportation & snow removal.

⁴² Category includes more police, improve emergency response time & reduce crime.

Three-quarters of respondents have suggestions for how the City could improve performance...

Over 75% of participants in the survey provide at least one idea for how the City could do a better job. As Table 4.20 reports, respondents suggest a range of areas where the City should focus its performance improvements. Interestingly almost one-fifth of respondents indicate that the City could do a better job informing and involving the community in public decision-making. This is a fairly strong signal that many respondents feel they have little ability to influence the policy-making process.

...including improving the management of specific services, like transportation, schools, and safety.

The same percentage of respondents recommend focusing efforts on improving community conditions, including improving neighborhoods, the downtown, and poor areas. Almost 30% of respondents recommend improving the management of specific services, like transportation, schools and policing, while another 15% think performance improvements should take place across the board.

As was the case with the previous question that asked respondents to identify ways in which the city is wasting money, this question can be used to track performance in a similar fashion. First, policymakers can simply track the percentage of survey participants that provide a response. If the percentage of respondents declines over time, this suggests that performance is improving. Another way to track performance is to monitor the percentage of respondents that indicate that the City is already doing a good job. This measure is similar to the response that the City is not wasteful. In 2002, 5% of respondents believe that the City is already doing a good job.

Differences across Service Districts

There is no noticeable variation across subgroups for either of these two questions, but there is one notable district that stands out in terms of how the City could do a better job. Figure 4.70 on the next page reports the percentage of respondents that indicate that the City could better involve citizens in decision-making. Almost twice as many respondents in the Near East (8) district (32%) report this option as compared to the citywide average of 17%.

Figure 4.60

